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BROADCASTING

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The Newsweekly of Radio and Television

TELECASTING

PUBLIC LIBRARY
MAR 6 1950
DETROIT

WOR -- *one of America's great stations*

is first	**in gross billings**
first	**in number of accounts**
first	**in total audience**
first	**in market coverage**
first	**in news listening**
first	**in mail results**
first	**in sales results**

may we dazzle you with details? Our address is

WOR — *that power-full station at 1440 Broadway, in New York*

WHAS-TV
Louisville, Kentucky

Facts and Facilities

on that bright new picture in Louisville

General

Frequency: Channel 9—Power: 9.6 kw video
GE 12-bay high gain antenna, 529 feet above average terrain

Studio Facilities

Two studios, 40' by 62' and 30' by 50'
Two cameras
Complete studio kitchen
Complete film camera chain
Two 16 mm film projectors
Standard 3¼" x 4" slide projector
Opaque projector

Programming

CBS network and local live programming in the WHAS tradition

Movie Production Facilities (silent)

Bell & Howell model 70H 16 mm movie camera with allied equipment
Bell & Howell model 153 movie camera with allied equipment
Facilities for cutting and editing 16 mm movie film

Remote Facilities

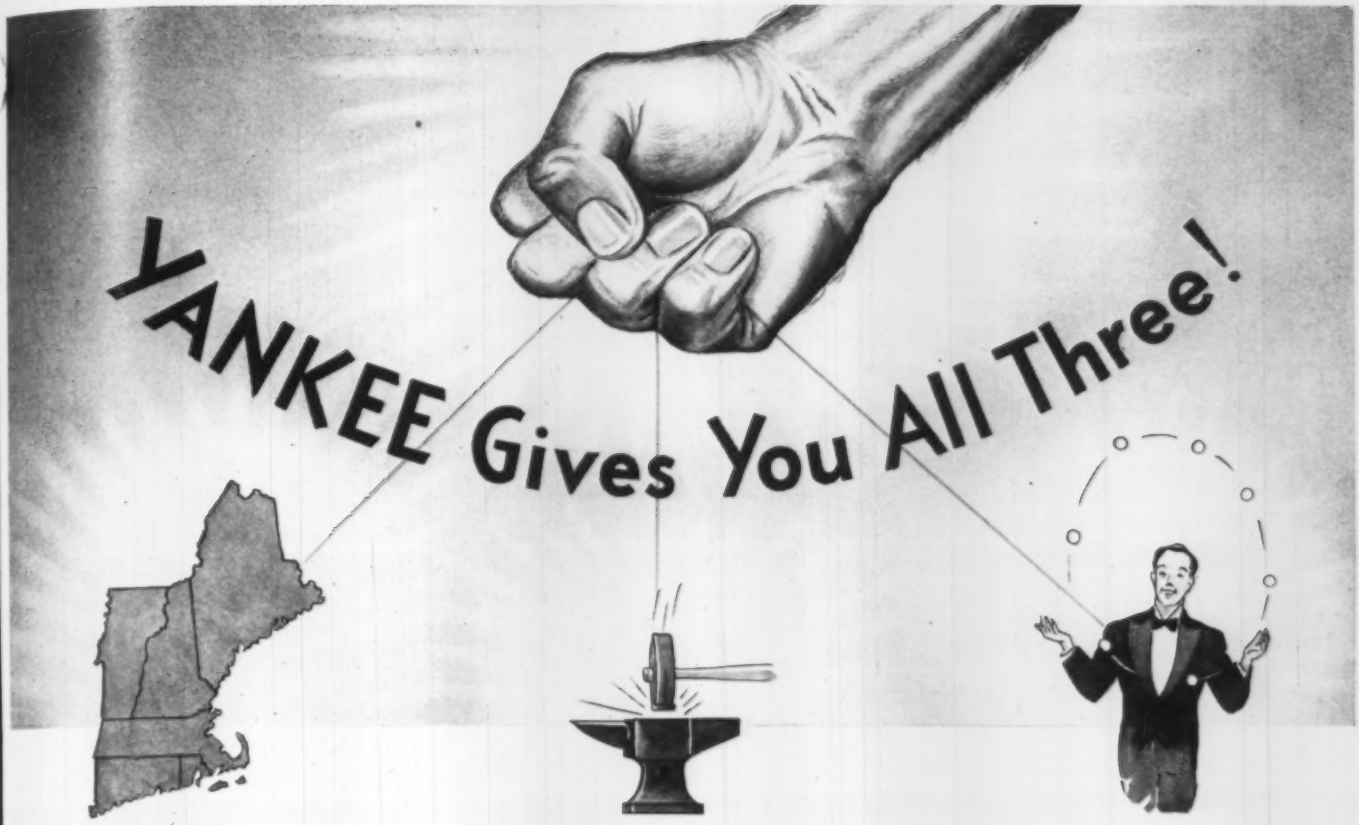
Mobile unit
Two cameras
Microwave equipment
Zoomar lens

WHAS-TV
Louisville, Kentucky

Coming March 20: Television in the WHAS Tradition

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. ● PRIMARY AFFILIATE CBS TELEVISION NETWOR

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES



COMPLETE
COVERAGE

Strong regional network coverage is a necessity in order to reach the full sales potential in New England's many good markets.

The Yankee Network is ready made for this purpose. It provides direct access to 27 top markets in six states, the most complete New England radio coverage available.

At the same time Yankee offers you the greatest flexibility in spot coverage. You can tailor your radio advertising to fit present distribution, and open new territory city by city.

LOCAL
IMPACT

Every one of Yankee's home-town stations has the local impact that only a local station can give — complete neighborhood penetration throughout the entire trading zone, with complete dealer and consumer acceptance.

You can command attention for your product everywhere in New England, reaching more people more often, with Yankee's 27 home-town stations.

SPOT
FLEXIBILITY

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

ished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

WHILE IT'S PREMATURE to speculate on prospective new general manager of NAB, names are being bandied about. Foremost is William B. Ryan, vice president and general manager of KFI Los Angeles, elected only last week to new term on NAB Board (story, page 26). Committee to advise President Miller was to meet last week-end in Chicago at call of Chairman Clair R. McCollough, WGAL Lancaster, Pa.

REPORTS WHISPERED last week that FCC finally had broken 3-3 tie on Drew Pearson-Bob Allen application for facilities of Hearst-owned WBAL Baltimore [CLOSED CIRCUIT, Jan. 30] were denied by Commissioner reported to have switched vote in favor of Pearson-Allen. Lineup was, Coy, Walker and Webster for Pearson-Allen versus Hyde, Sterling and Hennock for WBAL renewal. Comr. Jones, whose appointment to FCC was unsuccessfully attacked by Mr. Pearson, abstained from voting. Fact that FCC has renewed WBAL-TV license believed to augur in favor of renewal of AM too.

ON RETURN from month's Arizona vacation, expected C. E. Hooper will announce reorganization of his firm with Fred H. Kenkel, present executive vice president and treasurer, and W. Ward Dorrell, vice president, participating in ownership.

WTAR-TV, which gets under way April 2 in Norfolk, Va., has primary affiliation with its regular NBC network but last week arranged for secondary affiliation with CBS-TV. Transaction was worked out by Campbell Arnoux, president and general manager, with William D. Schudt, CBS director of station relations.

ANOTHER BASEBALL network sprouting in Washington, D. C., over weekend with WWDC there feeding its Senators games for Chesterfields to some 13 cities in Maryland, Virginia and West Virginia, according to tentative telephone plans. Final details this week, with possibility of expansion to other southern states. Chesterfields would be partial sponsor in cities outside Capital with remaining time open on co-op basis. Cigarette agency is Cunningham & Walsh, New York.

PHARMACAL Inc. (Feen-A-Mint) preparing saturation spot announcement campaign in 15 markets beginning March 6 and March 13. Contracts for 13 weeks placed by Duane Jones Co., New York.

DISCLOSURE OF FCC letter to House Radio Subcommittee Chairman Sadowski (see page 25, editorial page 36) which would torpedo McFarland Bill and allegedly evade administrative Procedure Act, expected to result in resolution to investigate FCC and directed at influence of its lawyers upon FCC actions.

ZENITH's industrial film on Phonevision, Eugene F. McDonald Jr.'s project for dollar-in-

(Continued on page 90)

Upcoming

March 6-8: Second National TV Conference, Chicago Television Council, Palmer House, Chicago.
March 6-9: Institute of Radio Engineers national convention, Hotel Commodore, New York.
March 10-11: Alabama Broadcasters Assn., Russell Erskin Hotel, Huntsville, Ala.
March 12-14: Oklahoma Radio Conference, U. of Oklahoma, Norman.

(Other Upcomings on page 41)

Bulletins

SEARS, ROEBUCK & Co., Chicago, for its *American People's Encyclopaedia*, 20-volume set published by education division, auditioning one-minute dramatic spots submitted by Ruthrauff & Ryan, same city, and considering national spot radio for first time.

FRIGIDAIRE Division of General Motors Corp., Dayton, to sponsor Easter variety show with Bob Hope as m.c. on NBC-TV April 9, 5:30-7 p.m. Budget estimated at $60,000 with 45 stations to be used, 18 by kinescope. New York is origination point. Agency, Foote, Cone & Belding, Chicago.

RCA board of directors Friday declared dividend of 87½ cents per share of $3.50 cumulative first preferred stock for first quarter of 1950, payable April 1 to stockholders of record at close of business March 13.

BROADCASTING INTERSTATE, N. M. SUPREME COURT HOLDS

WHAT MAY be complete radio victory in New Mexico radio occupation tax case appears to have been won in companion opinions by state Supreme Court. In one case (5237) state's appellate court affirmed lower court decision that all KOB Albuquerque broadcasting is interstate commerce and thereby not taxable (see Virginia tax story, page 28).

In second case (5236) court, on rehearing, ordered to re-examine state taxes paid by stations, separating network and national spot from purely local revenue, and enter judgment whereby broadcasters are refunded sums paid on interstate broadcasts but not taxes paid on local advertising during period of litigation. Case carried to court by KOB. Sums involved are nominal and cover four-month period.

Word of court's action transmitted by Don Petty, NAB general counsel, who participated in New Mexico proceedings. Cases originally lost when state court upheld tax and remanded to lower court to make allocations. Lower court then found its first concept of local broadcasting was "in error" and ruled all broadcasting in interstate commerce.

After attorney general appealed, court held constitutional question not raised in case (5236) where taxes were levied but was raised in first case (5237). Attorney general has not indicated if decisions would be appealed. Supreme Court decisions were unanimous. KOB convinced court all its programs are heard interstate.

Business Briefly

KRAFT EXPANSION ● Kraft Foods, Chicago (cheese products), expanding *Kraft TV Theatre* on NBC to Memphis, Norfolk, Syracuse, Johnstown and Binghamton between now and mid-summer and in October to 10 other cities. Now live on 26 NBC stations. Kraft to drop *Marriage for Two* on NBC, Mon-Fri, 9:30-9:45 a.m. (CST), effective March 31. Agency, J. Walter Thompson Co., Chicago.

DURKEE CAMPAIGN ● Meldurm & Fensmith Agency, Cleveland, lining up TV schedule for Durkee's margarine. Boston and New Haven may be used for TV spots.

CALKINS & HOLDEN MERGES WITH NEW FIRM

CALKINS & HOLDEN, 48-year-old agency, and recently formed Carlock, McClinton & Smith firm [BROADCASTING, Jan. 23] will merge as Calkins, Holden, Carlock, McClinton & Smith Inc. Agency's billing will be approximately $8,900,000.

Merger negotiated by C. Z. (Jess) Barnes, partner of Calkins & Holden since Jan. 1, 1950, and vice president in charge of sales for MBS before that.

Partners beside Mr. Barnes are M. E. Carlock, vice president and secretary of CM&S and before that vice president of Benton & Bowles; James A. Clark, member of art department of C&H since 1912 and president from 1931 to 1937; Ray P. Clayberger, secretary and treasurer of C&H since 1904; Harold L. McClinton, president of CM&S and previously vice president in charge of radio and television for N. W. Ayer since 1929; J. Sherwood Smith, partner and president of C&H since 1937, and Paul Smith, vice president and chairman of plans board of CM&S and previously head of his own agency.

New agency will service Prudential Life Insurance Co. account with approximately $2,800,000 advertising budget. Prudential formerly sponsored *Family of Stars* on CBS and is currently sponsoring *Jack Berch Show* on NBC.

CBS ADVISORY ELECTIONS

CBS Affiliates Advisory Board has re-elected three members to serve additional terms of two years each. They are: I. R. Lounsbury, WGR Buffalo, chairman; Glenn Marshall Jr., WMBR Jacksonville, Fla., and Richard Borel, WBNS Columbus, Ohio. At same time Clyde Rembert, KRLD Dallas, was elected to succeed Kenyon Brown, KWFT Wichita Falls, Tex. Announcement was made last week by William A. Schudt Jr., CBS director of station relations.

JACK NORTH NAMED V. P.

JOHN H. (Jack) NORTH, radio and space buyer at Aubrey, Moore & Wallace, Chicago, was named vice president in charge of media at agency luncheon marking his 25 years of service last week.

"Results" IN TEXAS IS SPELLED K-R-L-D

This Is Why KRLD Is Your Best Buy!

More Than HALF

of the Radio Homes in

201 CITIES and TOWNS In the Great SOUTHWEST MARKET

With Average Population of 8,726

ARE TUNED TO KRLD

***At Least* ONCE A WEEK OR MORE**

1946 BMB NIGHTIME SURVEY

Exclusive

CBS Station FOR DALLAS AND FORT WORTH

AM FM TV

50,000 WATTS

KRLD

The TIMES HERALD *Station*

REPRESENTED BY THE BRANHAM CO.

WIP Produces!

Example # 23

Cox and Tanz—Advertising, writes us "...our client, after sponsoring only four 12:30 (noon) news periods on WIP, brought its cost-per-inquiry down from over $7.00* to less than $1.25!" *In another medium—name on request.

WIP
Philadelphia
Basic Mutual
•
Represented Nationally by
EDWARD PETRY & CO.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

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Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING . . .

U. S.-Cuba Pact Reported Near 23
P&G Again Tops Network Billings 23
Network Jan. Gross Over $17 Million 24
NAB Convention to Stress World Affairs ... 25
FCC Divided Over Model Bill 25
NAB Board Election Results Announced 26
National Hooperatings Sold to Nielsen 27
Tax Victory in Virginia 28
Radio to Get 'Fair Share' Army-Air Force Ads 28
House Radio Legislation Hearings Delayed .. 29
NBC Splits Chicago AM-TV Operations 29
General Foods Plans Budget Increase 29

Telecasting Section Index, 49

DEPARTMENTS

Agencies	10	Network Accounts	16
Allied Arts	76	News	71
Commercial	72	On All Accounts	14
Editorial	36	Open Mike	19
FCC Actions	81	Our Respects to	36
FCC Roundup	87	Production	73
Feature of Week	14	Programs	70
Management	38	Promotion	74
New Business	16	Technical	80
Upcoming	41		

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Lillian Oliver, Warren Sheets, Elaine Haskell, Grace Motta, Allen Riley.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.* ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0773;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Broadcasters' Courtesy

to our Executive Representatives will be highly beneficial for you and deeply appreciated by us. We proudly introduce...

JIM EELLS. Hard-hitting counterpart of Bruce, Iowa-born Jim is highly experienced in all phases of radio station operation. Knows and satisfies station needs—lucratively.

BRUCE EELLS. No swivel-chair general, our top executive is happy only in the field. Says helps him survive Hollywood artificiality.

JEAN ARMAND. For many years management counsellor to station operators throughout the U. S. and Canada, Jean says the Program Library Service is the first big price and quality break operators have ever been furnished in transcriptions.

BRUCE EELLS
PROGRAM LIBRARY SERVICE
ASSOCIATE MEMBER, NATIONAL ASSOCIATION OF BROADCASTERS

WADE CROSBY. Reared in top advertising agencies, versatile Wade has appeared in many Bob Hope pictures, starred in the famous "Frontier Town" western radio series, aspired to represent over-all Bruce Eells interests in the field.

PARKER STOUGH. Marshalltown-bred and WLW-trained, Parker enthusiastically quit an important mercantile post to carry the new Program Library information to broadcasters; dispell the natural "too good to be true" reaction of the cynical ones.

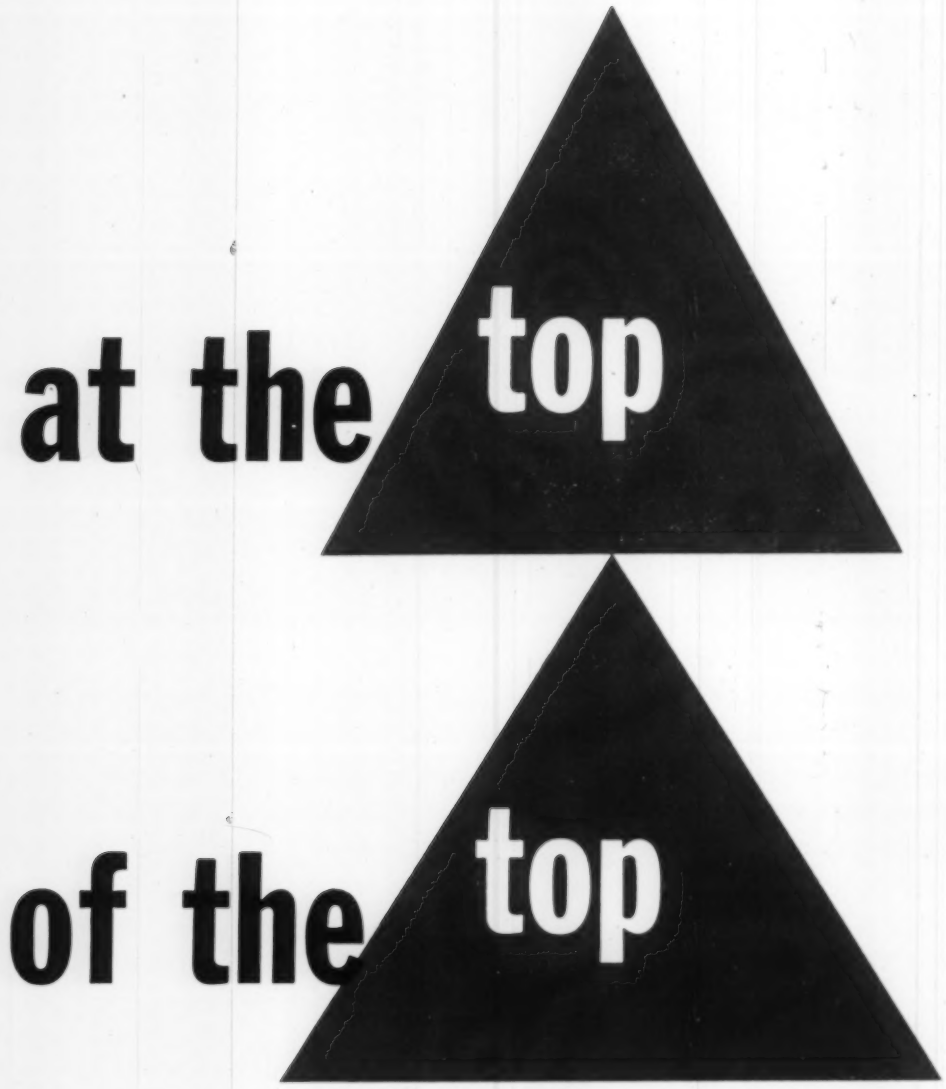
• • • • BRUCE EELLS PROGRAM LIBRARY SERVICE • • • •

PRODUCED BY BRUCE EELLS & ASSOCIATES, INC.

2217 MARAVILLA DRIVE HOLLYWOOD 28, CALIF.

First and only transcribed

Library Service of Adventure, Drama, Mystery, Romance, Comedy, Juvenile and Music Programs


at the top
of the top

R

adio's top attraction is news.

Facts show it again and again.

News has led all other kinds of programs in Kansas, for instance, for five years... Columbia and Chicago University analysts report news ahead country-wide... Broadcasting's yearbook reveals that news out-averaged all sponsored network rivals in 1948 and 1949 tests — even in the peak evening hours.

At the top of this top type of program stands United Press news. More stations take it than any other.

Because U. P. delivers more: complete world and national news... more regional and state and local news... expert sports coverage... sparkling news features... an average in all of 40 regular news and news-feature programs a day... sponsored by more than 200 different businesses.

Your nearest United Press bureau has further information ready for you. Just write, wire or phone.

UNITED PRESS

foremost because it delivers most

XUM

On the Washington Screen.....

WHO's TOPS IN TV

First Take a GUESS - then Look at the FACTS!

In Cumulative Ratings...

7 NIGHTS A WEEK
6 PM TO SIGN OFF

More Sets Are Tuned to

WMAL-TV

than any other Washington Station

TOTAL RATINGS - 6 PM to Sign-off
from American Research Bureau
TV Audience Survey - January 1950

	WMAL-TV	Station X	Station Y	Station Z
MONDAY	✪541.0	202.1	212.0	249.5
TUESDAY	291.6	✪666.5	95.7	93.4
WEDNESDAY	✪533.4	268.0	102.7	266.4
THURSDAY	✪555.1	310.1	205.3	56.4
FRIDAY	271.1	✪430.3	110.4	204.5
SATURDAY	✪464.2	242.2	182.0	102.2
SUNDAY	157.0	✪629.4	91.3	326.0
TOTAL	✪2813.4	2748.6	999.4	1298.4

✪FIRST

Surprised? The Moral:

Network Programs Alone Are Not Enough. Strong LOCAL Programming is Important in Building LOCAL Viewing HABITS!

[Note MONDAY Night when ALL WMAL-TV Programs are LOCAL]

This is important — to YOU!

Represented Nationally by **ABC** *Spot Sales*

WMAL-TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

Agencies

SHELDON, QUICK & McELROY Inc., New York agency, merges with Walter McCreery Inc., Beverly Hills, Calif., and continuing at 400 Madison Ave., will be known as **McCreery, Quick & McElroy.** West Coast operations continue under name of Walter McCreery Inc., with offices in San Francisco as well as Beverly Hills, **WALTER McCREERY**, president, said. **JOHN F. QUICK** named vice president and general manager of combined New York operations. **L. C. McELROY** continues in executive capacity.

FRED B. MANCHEE, vice president, BBDO, New York, elected executive vice president in charge of marketing and merchandising; **JACK DENOVE**, account executive for American Tobacco Co., named vice president, and **CHET OEHLER**, research director BBDO's western offices, elected a vice president.

JEFF YORK joins Roche-Eckhoff & Assoc., Hollywood, as account executive.

ORRIE CARSON, Chicago newspaper publisher for 22 years, joins Weiss & Geller, Chicago, in executive capacity. He worked on advertising staffs of *Des Moines Daily Capitol* and *Houston Post* before starting a chain of 21 neighborhood papers in Chicago.

NORVAL LaVENE, account executive, West-Marquis Inc., Los Angeles, named chairman of Public Relations Committee of Southern California Advertising Agencies Assn. He replaces **RALPH YAMBERT**, who was elected to fill unexpired term of **NORMAN TOLLE** on board of directors.

ARTHUR PICKENS joins Malcolm-Howard Agency, Chicago, as television director. He worked previously at Schwimmer & Scott and W. B. Doner, same city.

LOUISE E. LEPROHON, formerly manager of CKSB St. Boniface, and CKCO Ottawa, named radio director of Stevenson & Scott Ltd., Montreal.

CHARLES PATRICK, 14 years with Bermingham, Castleman & Pierce as vice president and account executive, joins executive staff of Donahue & Coe, New York.

ROBIN L. ORR, formerly with Macy's and The Emporium, both San Francisco, appointed account executive at Ad Fried Adv., Oakland, Calif.

EUGENE S. HAHNEL, formerly with Aubrey, Moore & Wallace Inc., Chicago, named copy writer at Zimmer-Keller Inc., Detroit.

HUGH C. GARNER, formerly in production and continuity at KUTA Salt Lake City, joins radio-TV department of David W. Evans Adv., Salt Lake City.

ROBERT CULBERTSON, former advertising manager of *Tele-Views* magazine, joins Irwin Co., Beverly Hills, Calif., as account executive.

ELLIS ADV. Co., Toronto and Montreal, branches of **Ellis Adv. Co.**, Buffalo, enfranchised by Canadian Assn. of Broadcasters as recognized agency.

JOHN CHURCHILL, former account executive with Ryder & Ingram, Oakland, Calif., and before that on public relations staff, Young & Rubicam, New York, joins Atherton Adv., Los Angeles, as head of new business department.

JAMES D. WOOLF retained by Mogge-Privett Inc., Los Angeles, as plans and copy consultant.

BREVOORT WALDEN, formerly with Federal Adv. Inc., New York, joins Hewitt, Ogilvy, Benson & Mather Inc., same city, as account executive.

JOHN MONSARRAT, previously with Platt-Forbes Inc., New York, joins Geyer, Newell & Ganger Inc., same city, as account executive.

JOHN EUGENE HASTY, formerly freelance consultant, joins J. Walter Thompson Co., San Francisco, as copy group head.

HAL FALVEY resigns as copy chief at W. W. Garrison Agency, Chicago, to join Fuller & Smith & Ross, same city, as account executive.

ROBERT MOUNTAIN, account executive of Young & Rubicam, New York, and **GEORGE PLASS**, assistant advertising manager of General Foods, are in Hollywood, to check on West Coast originating programs, sponsored by latter firm.

(Continued on page 20)

THE UNMASKED TRUTH ON IOWA LISTENING

KXEL HAS CHANGED LISTENING HABITS IN IOWA

LOOK WHAT HAS HAPPENED IN THESE 22 IOWA COUNTIES

● Conlan's on-the-spot study—NOT A MEMORY TEST—proves the bulk of listeners in 22 Iowa Counties prefer KXEL—prefer its fine programs—its warm personalities—its strong signal that assures easy, relaxed listening. Sales of smart KXEL advertisers show that KXEL-endorsed products out-sell in this rich Iowa market.

No other radio station delivers as *many listeners* in this great rural area for SO FEW DOLLARS.

The truth that hurts is brought out in *Iowa's largest, most complete, most recent* listener study . . . that without KXEL you pay a high price for "listeners" who aren't there! Ask your Avery-Knodel man to see the NEW CONLAN.

Radio Time Buyers—aren't fooled by a SIMPLE SIMON MEMORY TEST! Get the *Simon-pure facts* on Listening Habits in Iowa and you too will buy KXEL.

WATERLOO METROPOLITAN AREA	MORNING PERIODS	AFTERNOON PERIODS	EVENING PERIODS	ENTIRE SURVEY
KXEL	37.9	35.2	33.5	35.0
DES MOINES—NBC—50,000 WATTS	11.6	20.3	26.7	21.2
CEDAR RAPIDS—CBS—5,000 WATTS	22.2	15.3	34.1	24.9
WATERLOO—Station A Independent	17.6	16.1	0	9.5
WATERLOO—Station B	7.1	5.8	0	3.6

RURAL AREA	MORNING PERIODS	AFTERNOON PERIODS	EVENING PERIODS	ENTIRE SURVEY
KXEL	29.8	28.8	25.6	27.8
DES MOINES—NBC—50,000 WATTS	18.9	21.7	25.6	22.5
CEDAR RAPIDS—CBS—5,000 WATTS	21.0	19.8	26.2	22.6

Distribution of Listening Homes. Figures taken from November 1949 Conlan Study of Listening Habits—in Metropolitan Waterloo and 22-county area.

EMBRACING 52,033 INTERVIEWS

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY • WATERLOO, IOWA

Represented by Avery-Knodel, Inc. • ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, Iowa

A well-managed radio station is one whose policies attract good personnel—whose programming and promotion attract a good audience—whose rate structure and service attract good advertisers. On all those scores, the best-managed stations in America are listed at the right. . . .

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

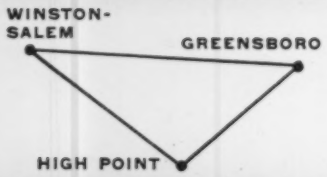
LOCAL PROGRAMS THAT *Click!*

- *Bow-Ties and Bow-Kays*
- *Music for the Mrs.*
- *Piedmont Farm Program*

Plus NBC'S PARADE OF STAR NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH *SATURATE* NORTH CAROLINA'S GOLDEN TRIANGLE



No. 1 MARKET IN THE SOUTH'S No. 1 STATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

Feature of the Week

Mr. Wihebrink (2nd r) is congratulated on his appointment by (l to r) Polly Pickens, WSAI correspondent for greater Cincinnati grocery trade journals; Robert M. Sampson, WSAI general manager, and Harold Hand, director of merchandising.

* * *

A "graduate grocer" of WSAI Cincinnati's "Training School for Grocers" has been appointed president of the Northern Kentucky Independent Food Dealers' Assn., in this case proving that "education" pays off.

He is Andrew Wihebrink, who has helped swell to capacity classes in the WSAI school which was started a little over a year ago as part of the station's merchandis-

(Continued on page 18)

On All Accounts

ROBERT J. DAVIS Jr. may have cause to doubt his 25-day education in Portuguese when his translation of Brazilian newspaper headlines told him that Harry Truman was ahead in the 1948 United States presidential election, but he has no doubt when it comes to reading contracts as time and space buyer for Davis & Co., Los Angeles.

It was in Recife, Brazil, sailing back from Argentina to the U. S. that Bob had occasion to test his faltering Brazilian. Since then, he has replaced foreign newspaper headline reading for the most part with efforts involving space and time.

The Davis in both Bob's name and that of the agency is no coincidence. Robert J. Davis Sr., owner and chief account executive of Davis & Co., has been an agency executive for the past 20 years.

BOB

As timebuyer, Bob Jr. handles buying for American Fruit Growers, Los Angeles (Blue Goose Products), currently carrying participations on women's service programs on over 20 stations in major markets across the country; Scudder Food Products Inc., Monterey Park, Calif. (Laura Scudder's Potato Chips, Peanut Butter and Mayonnaise), who now has weekly participations on two Los Angeles television stations, KECA-TV and KLAC-TV, and spots on KNX same city, and associated firm Bluebird Potato Chips, Oakland, Calif., currently carrying five-minute weekly spots on 18 Northern California stations; Wilson & Co., Los Angeles (meat packer), who has a weekly participation on KECA-TV and plans further radio campaigns for Ideal Dog Food.

Strictly a West Coast man, Bob was born April 11, 1925, while the family was living in San Francisco. Shortly thereafter they went south to Los Angeles where Bob received his early education. In 1942 he entered the U. of Southern California, taking up advertising and marketing for the next three years. While there, he joined the Navy V-12 program. This sheer act of joining the Navy seems to have had its effect on Bob, for not too many months after he took off for foreign shores, albeit by plane. His next year was spent studying advertising and marketing at U. of Chile, Santiago.

Following that, he spent the next 10 months as foreman with a meat packing firm in the province of

(Continued on page 20)

Is frequency important?

you bet it is!

...and it's doubly important in radio. For example, WHTN has Huntington's most favorable frequency (800 kc.) and is Huntington's only clear channel station. That gives WHTN the best 5 mv/m contour of any station in town, regardless of power, plus a clear, strong signal that reaches the homes of over 100,000 families. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market ...then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION
AM WHTN FM
800 KC 103.5 MC
1,000 WATTS 53,000 WATTS

HUNTINGTON, W. VA.

For availabilities, rates and other information, wire, write or phone

PACE-WILES, INC.
Advertising
Huntington, West Virginia

National Representatives

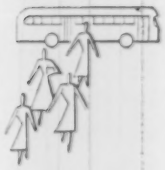
transit radio

Reach them . . . Sell them . . . While they are going to buy!

transit radio has built a terrific record of

RESULTS AT LOW COST!

because the riding audience



is a buying audience . . .

IS AVAILABLE IN ALL THESE MARKETS (and coming soon in scores of others):

Allentown, Pa. WFMZ
Baltimore, Md. WMAR-FM
Bradbury Heights, Md. WBUZ
(and suburbs of Wash. D.C.)
Cincinnati, Ohio WCTS
Covington, Ky.
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Omaha, Neb. KBON-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Washington, D. C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

These leading national advertisers have found Transit Radio Fast, Efficient, Economical

*A leading FOOD manufacturer, using transit radio *exclusively* in a test market for an established packaged product, increased his sales by 51% in only seven months (while his leading competitor, using other media, showed a 2% increase).

*A leading DRUG manufacturer, also testing transit radio for an old established product, increased sales by 75.51% at the end of six weeks, 124.3% at the end of twelve weeks!

*A leading DENTIFRICE, using transit radio exclusively in an isolated test market, increased its share of dentifrice sales by 47% in 10 weeks! (All three leading competitors went *down* during the period.)

*These are documented case histories. Names, dates and full details are available on request.

KXOK FM
transit radio
ST. LOUIS

12TH AND DELMAR • CHestnut 3700 | ST. LOUIS 1, MISSOURI

NATIONAL REPRESENTATIVES: TRANSIT RADIO, INC., NEW YORK: 250 PARK AVE., MU. H. 8-3780 | CHICAGO: 35 E. WACKER DR., FIN. 6-4281

WILS IS UP

IN *Lansing,* *Michigan*

—UP TO—

1000 watts
Day & Nite Operation
New Frequency-1320

WILS

MOST POWER IN LANSING, MICHIGAN—THE CAPITAL OF AMERICA'S 5th RICHEST STATE!

LANSING

W. A. Pomeroy, Mgr.

Represented by *Rambeau*

NEW YORK • CHICAGO • LOS ANGELES

New Business

STERLING BREWERS, Evansville, Ind., appoints Smith, Benson & McClure Chicago, to handle its account effective April 1. **George Enzinger** is account executive. Spot radio will be used in all principal markets within firm's distribution area—Indiana, Kentucky and southern states east of the Mississippi. TV will continue to be used.

ACOUSTICON Div. of Dictograph Products, New York (Acousticon hearing aids), through Atherton Adv., Los Angeles, planning to supplement its present radio campaign with television spot campaign on Los Angeles stations in April. Firm currently carrying intensive radio spot schedule on approximately 30 stations all over country.

GIPPS BREWING Corp., Peoria, Ill. (Premium extra dry beer), will sponsor station breaks, one-minute spots, newscasts and programs on 15 central Illinois stations starting March 13 to continue through Oct. 31. Agency: Kaufman & Assoc., Chicago. **ROBERT E. JACKSON** is account executive.

LOCAL LOAN Co., Los Angeles, adds quarter-hour program strips on five Pacific Coast stations supplementing current programming on 15 other Western stations. Firm Feb. 27 started five weekly recorded *Freddie Martin Show* on KXRX San Jose, and three-weekly *Bud Hobbs Show* on KCRA Sacramento; Feb. 22, five-weekly *Bill Leyden Show* on KFWB Los Angeles; Feb. 20, five-weekly *Elmer Davis* on KFLW Klamath Falls, Ore. All contracts for 52 weeks. Agency: Hixson & Jorgensen, Inc., Los Angeles.

HELENE CURTIS Industries Inc., Chicago, names Gordon Best Agency, same city, to handle advertising for its Suave hair dressing and other new products. Radio and TV being considered.

GOEBEL BREWING Co., through Russell, Harris & Wood, San Francisco, and **REMAR BAKING Co.,** through Elliott, Goetze & Boone, same city, sign for joint sponsorship of 1950 baseball games of Oakland Acorns on KGO-TV San Francisco. Goebels also will sponsor the games on KLX Oakland. Sponsorships mark opening of campaigns by both agencies for the newly acquired accounts.

SUPERTEST PETROLEUM Corp. Ltd., Toronto (oil and gasoline), starts five times weekly, five-minute newscast *Headliners* on CKOY Ottawa, and number of other Canadian stations. Agency: Harry E. Foster Adv. Ltd., Toronto.

TOWN & COUNTRY MARKET, Los Angeles, appoints Irwin Co., Beverly Hills, to handle advertising and publicity. Firm now using KLAC and KFAC Los Angeles and plans extensive use of radio and TV in spring. **Tom Ross** and **Dal Williams** are account executives.

UNION SUPPLY & ELECTRIC Co., Charlotte, N. C., signs for series of weekly spots on WBTV (TV) Charlotte.

P. LORILLARD Co. (Old Gold cigarettes) purchases $25,000 in time on WPEN Philadelphia, including five-minute news periods and spots for 46 weeks.

FRUIT INDUSTRIES Ltd., San Francisco (California vintners' cooperative), appoints Merchandising Factors Inc., same city. Radio and television will be used. **Joe McNeil** is account executive.

PEDRO PINTO GUATEMALAN Coffee Co. appoints Pavia Adv., San Francisco. Radio will be used.

MOHAWK PETROLEUM Corp., San Francisco, appoints Russell, Harris & Wood, same city. **Royce Russell** is account executive. Radio will be used.

FRANK FEHR BREWING Co., Louisville, names Levally Inc., Chicago, to handle its advertising. **JAMES G. COMINOS** is account executive. Radio and television will continue to be used.

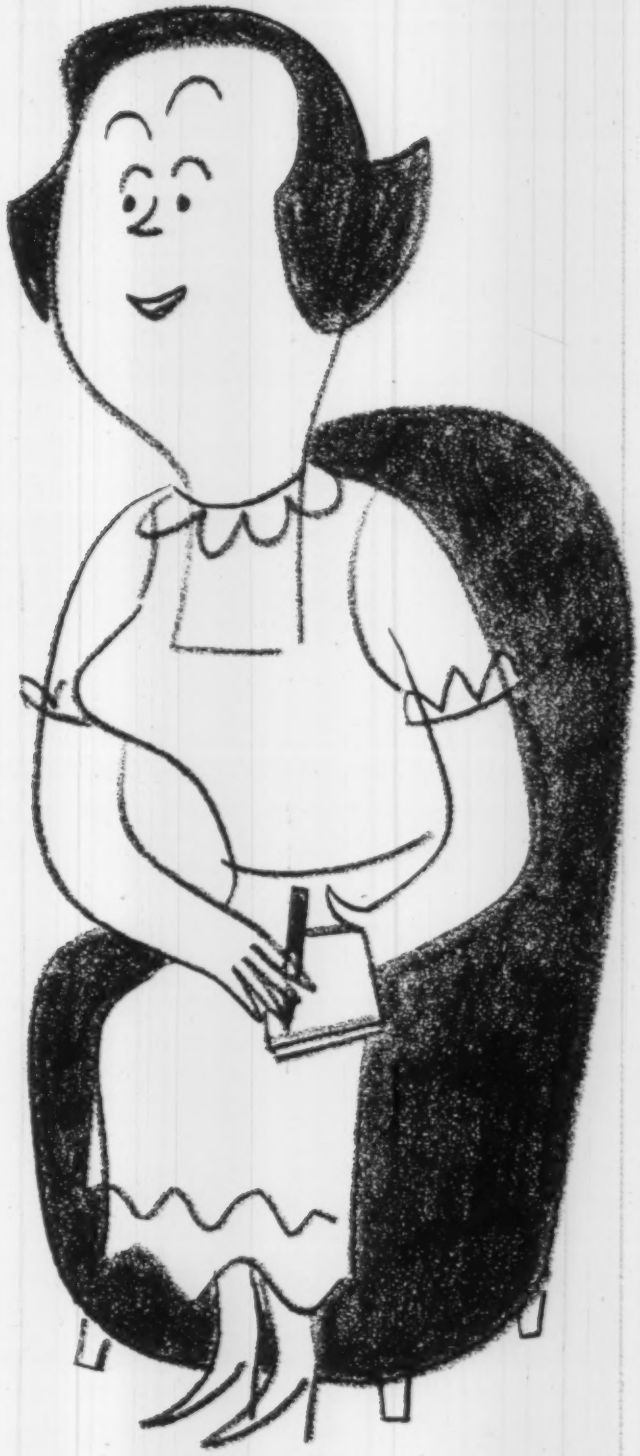
LINTON'S FRIENDLY Restaurants, Philadelphia, appoints W. Wallace Orr Inc., Philadelphia, to handle advertising. Radio and TV will be used.

CENTLIVRE BREWING Co., Fort Wayne, Ind. (Old Crown ale), currently sponsoring transcribed five-weekly, 15-minute *Lonesome Gal* on WOWO Fort

(Continued on page 20)

PITTSBURGH WOMEN EXPECT

to hear about new products on KDKA



We've always known that KDKA ranked high with Pittsburgh women.. but we didn't realize *how* high until we were invited to view the results of an independent survey made by Guide-Post Research.

More than 40 percent of the home makers interviewed reported that they would be most likely to hear about new food and drug products on KDKA.

KDKA's score, in fact, exceeded the combined score of the two "next best" stations! And this speaks *only* for Allegheny County; the survey didn't even touch the other counties.. more than 100 (BMB) in number.. reached regularly by KDKA's 50,000-watt voice.

To keep people thinking of *your* product in this rich, tri-state market.. keep spreading the word on KDKA. For availabilities, check KDKA or Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · WOWO · KEX · KYW · KDKA · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

PITTSBURGH
50,000 Watts
NBC Affiliate

KDKA

Feature

(Continued from page 14)

ing plan known as "Shelf-Level Selling." The plan offers air time to advertisers with the opportunity to beam their products to the training school's grocers who feature "Shelf-Level" products in their store displays, newspaper advertising and during WSAI Advertised Products week.

The program on which "Shelf-Level Selling" is based is the *Jon Arthur Show* heard mornings between 7 and 8:40. The grocer-directed announcements are given on the show.

Mr. Wihebrink has this to say of the training school: "I've been in the grocery business for 25 years but there's always more to learn and WSAI's progressive program has worked fine for us."

Nesbitt To Europe

T. H. E. (Buck) NESBITT, assistant chief, telecommunications policy staff, State Dept., left Friday for London where he will spend four days before going to Paris for a day and then to Frankfort, Germany. He will serve in Germany as advisor on broadcasting matters to High Commissioner McCloy during the Copenhagen conference. The conference begins March 15.

ADULT EDUCATION BY RADIO

Boston's Lowell Council Series Now in 4th Year

RESPECT for the adult listener and his intelligence, whether he has finished the first grade or has a Ph. D., is the basis on which Boston's Lowell Institute Cooperative Broadcasting Council rests its informational and educational programs.

Now in its fourth year of broadcasting, the council, according to Pulse figures, has maintained an average of approximately three hours of broadcasting a week. Audiences for all programs have averaged just over 200,000 a week in the five-county area of metropolitan Boston alone, the council reports. For last November and December, Pulse reported the estimated average aggregate weekly audience was 227,500.

Year-Round Project

Made up of higher institutions of learning in the area, the council claims it is the only such organization of private institutions which conducts a year-round program of adult education by radio and television over commercial broadcasting stations.

The council is comprised of Boston College, Boston U., Harvard, M. I. T., Northeastern, Tufts and the Lowell Institute, the latter a philanthropic institution. The broadcasts have been presented over Boston outlets WCOP WHDH WMEX WBZ WEEI WBMS-FM WNAC WNAC-TV.

Participating Schools

Over the three-year period, faculty and staff members, alumni and students have taken part in the broadcasts for their respective institutions, in numbers of programs and hours of broadcasting, as follows:

Boston College, 204 programs, 56¼ hours; Boston U., 440 programs, 197 hours; Harvard, 528 programs, 173¾ hours; M. I. T., 163 programs, 52¼ hours; Northeastern, 189 programs, 56½ hours; Tufts, 222 programs, 63 hours. In addition, the total was swelled by broadcasts by six non-affiliated educational institutions and 19 community organizations.

Special Awards

When the program's third anniversary was observed Feb. 3, Boston stations joined in citing Ralph Lowell, institute trustee, for his achievements in furthering adult education by radio. A certificate of appreciation was presented to Mr. Lowell by Fred H. Garrigus, WEEI director of public affairs.

Furthering its TV programming plans, the council on Feb. 23 presented on WBZ-TV Prof. Donald Born of Boston U. in *Here's a Story for You*, telling the "Lady or the Tiger?" selected from his general college course in the American short story. Also, educational broadcasters outside New England have given the council recognition in its plan to broadcast recordings of seven *We Human Beings* programs, originally presented over WCOP, on a National Assn. of Educational Broadcasters circuit. The series began Feb. 26 on WNYC New York. From there the programs will be sent to schools in the south, mid-west and far west.

* * *

Mr. Lowell (l) is awarded certificate by Mr. Garrigus.

The finest instruments give lasting satisfaction

Praises Pabst Story

EDITOR, BROADCASTING:

Your article "Pabst Pins Its Blue Ribbon on Radio and Television," which appeared in your Feb. 20 issue, is an outstanding example of reporting. . . .

William V. Humphrey
Publicity Director
Pabst Sales Co.
Chicago.

* * *

Daytimers' Plan

EDITOR, BROADCASTING:

For four years I have been trying to get night . . . on my day-only radio station (WMGY). . . . I have done everything legitimate . . . to arouse the FCC to some activity. . . . They have been holding conferences but . . . the United States has never done much at conferences. . . . If you remember Will Rogers made the statement . . . "The United States never won a conference or lost a war." Our representatives from Washington are in Cuba now, probably having a good time. They have been bluffed and rebluffed over four years to my certain knowledge while 1,200 daytime only stations are losing money every month trying to hold on until such time as our representatives in the FCC decide that they will tell Mexico and Cuba where to get off. . . .

I have talked to some of these daytime operators and a plan has been suggested that an agreement be reached between all daytime only operators in the United States that if the FCC cannot arrange for them to have nighttime through a different agreement with Mexico in the case of clear channels, and a different agreement with the 50,000 w operators in this country, that all daytime only operators set a specific date and close their stations until such time as the FCC will arrange for them to have nighttime on their daytime station. They certainly would not lose anything, because I happen to know that they are not making anything. If the daytime stations close, that would automatically throw all the employes of these 1,200 stations back to drawing their unemployment compensation insurance. It will stop the government from collecting all these high taxes and will at least open the eyes of the public, including the Senators and Congressmen in Washington and bring to bear the lethargy now going on in the FCC. . . .

S. D. Suggs
President
Dixie Broadcasting Co.
Montgomery, Ala.

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

CINCINNATI Mayor Albert Cash (standing) addresses luncheon held for the formal changing of the name of Reiser-Guenther Inc. to Guenther, Browne & Berne Inc. [BROADCASTING, **Feb. 27**]. **Luncheon guests include Robert E. Dunville (foreground), president, Crosley Broadcasting Co., and Wilfred Guenther, president, Guenther, Brown & Berne.**

Videodex Listing

EDITOR, BROADCASTING:

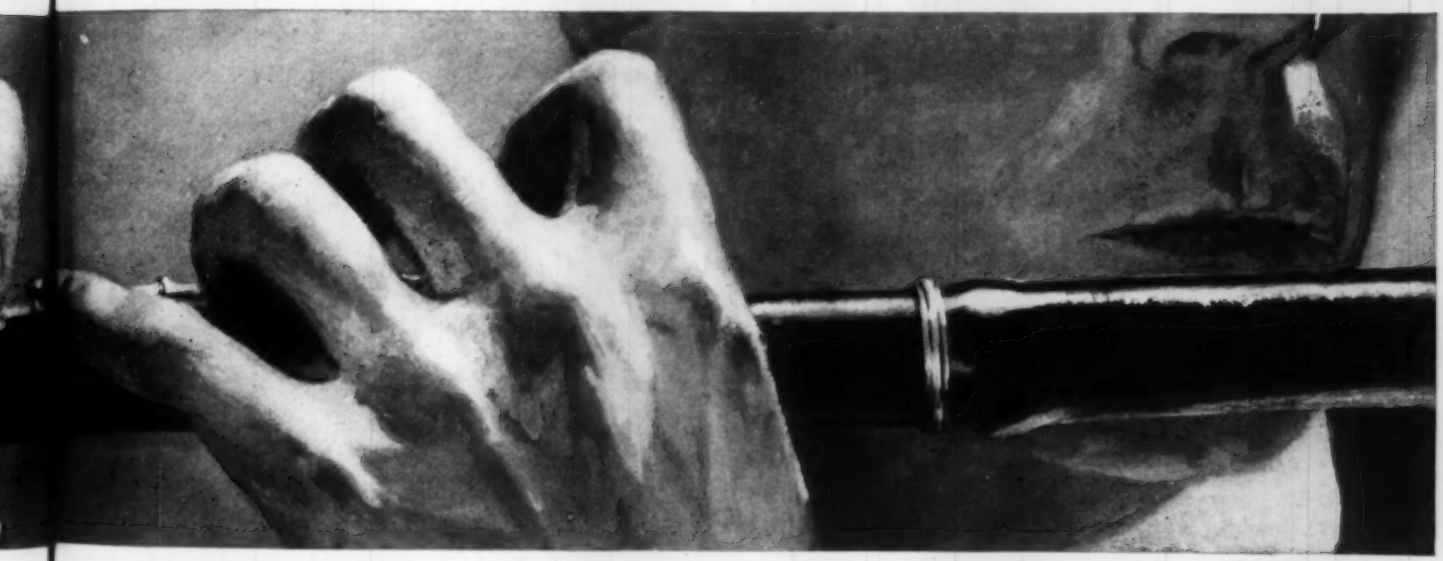
On page 79 of your Feb. 20 issue . . . there was an error in the title of your 9th place Videodex listing. This should have read: "TV Digest Film Theatre."

As sponsors of this program, we hope to enjoy a continued high rating . . .

Arthur Borowsky
Editor TV Digest
123 N. 13th St.
Philadelphia

'Opry' in Alaska

ARCTIC clothing and equipment will be issued at Great Falls, Mont., this month to a group of WSM Nashville's *Grand Ole Opry* entertainers. That will be the only stop for the *Opry* cast on their scheduled flight March 19 for Alaska where they will entertain Air Force men at seven bases: Elmdorff, Marks, Ladd, Davis Thornbough, Eilson and Fort Richardson. This is the second trip outside the States for the WSM talent who made a pre-Christmas tour to Europe for the Air Force. An Army ground force base at Big Delta also will be visited by 14 of Roy Acuff's Smoky Mountain Boys and Hank Williams' entertainers.



Musicians are notably discriminating in their selection of instruments. Their skilled senses detect fine craftsmanship immediately. And, fine craftsmanship means the ultimate in performance.

Similarly, in selecting a recording instrument, the care with which it was planned, the skill with which it is built, the consistent performance it will render, are the *important* considerations. Every detail of a precision PRESTO recorder is engineered for one purpose . . . the most perfect reproduction of sound.

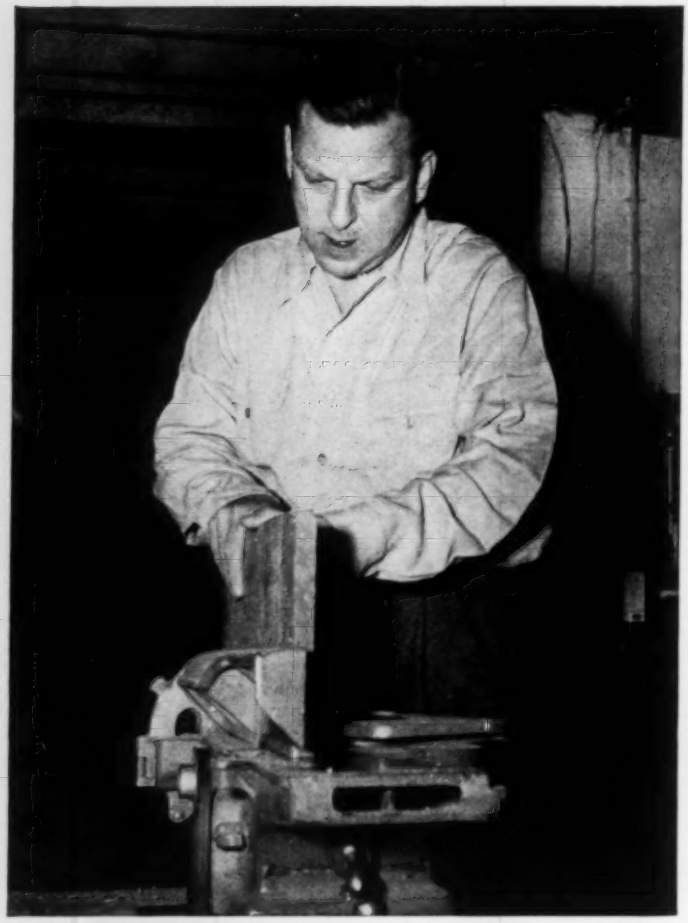
From the tinkle of a triangle to the boom of a tuba . . . PRESTO equipment records with greater fidelity, greater realism, greater dependability. For satisfying years of perfect recording service . . . PRESTO is a name to remember.

PRESTO
RECORDING CORPORATION
Paramus, N. J.
Mailing Address: Box 500, Hackensack, N. J.

CANADIAN REPRESENTATIVE: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal, Quebec

FOREIGN REPRESENTATIVE: M. Simons Company, Inc, 25 Warren Street, New York, N.Y.

The PRESTO Studio Tape Recorder SR-950



Plane Fact: He Makes Furniture Sales Too

Amateur cabinetmaker, professional commentator, he's as skillful in producing business as he is in working wood. Says Mr. Ralph C. Bromwell of *Bromwell Furniture*, Summerland, Calif., to Station KDB, Santa Barbara:

> "Campaign featuring Mutual's Fulton Lewis, Jr. has been amazingly successful. On his first broadcast I gained $630.00; on the second I again had unusually good results with sale items.
>
> "So many new faces have come into our store, actually mentioning the program, that it has certainly kept us busy. It has proved to us that radio *reaches* into homes. . ."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Agencies

(Continued from page 10)

WALTER BUNKER, vice president in charge of Young & Rubicam, Hollywood office, is in New York for several weeks on client business.

WRIGHT NODINE formerly of merchandising and promotion staff of W. L. Bothwell, Pittsburgh, joins Hollywood office of agency in similar capacity.

WILLIAM CHALMERS, vice president, radio and television director of Kenyon & Eckhardt, New York, and **HAL DAVIS,** vice president and publicity director of agency, are in Hollywood for 10 days conferences.

JANE RICKARDS, framework writer for **J. Walter Thompson Co.** on CBS *Lux Radio Theatre*, resigned that post to marry **SAM FURMAN,** CBS Hollywood staff pianist.

RUTH JOHNSON resigns as timebuyer for **Western Adv.,** Los Angeles, to become administrative assistant with U. S. Army in Japan.

New Business

(Continued from page 16)

Wayne, March 20 adds for 39 weeks WIRE Indianapolis. Agency: Westheimer & Block, St. Louis.

F. H. SNOW CANNING Co., Pine Point, Me. (Snow's clam chowder, fish chowder, etc.), sponsors *Snow Time*, musical show, over WEEI Boston, Tuesday, 10:30 p.m. Agency: Daniel F. Sullivan Co., Boston.

GHIRARDELLI CHOCOLATE Co., Los Angeles (ground chocolate), starts weekly participations on two Los Angeles television stations, KLAC-TV and KECA-TV. Both contracts for 13 weeks. Agency: Hal Stebbins Inc., Los Angeles.

WORLD BRANDS Ltd., Toronto (Lipton's tea and soups), starts 26 local programs on 24 Canadian stations, five times weekly, varying from 5 to 15 minutes. Agency: Young & Rubicam Ltd., Toronto.

Network Accounts • • •

R. J. REYNOLDS Tobacco Co. (Camel cigarettes) picks up option of CBS-TV *Ed Wynn Show* for 13 weeks after nine weeks of sponsorship, effective March 25. Agency: William Esty Co., Hollywood.

CALIFORNIA SPRAY-Chemical Co., Los Angeles, today (March 6) starts *Ortho Garden Guide* on full Don Lee Network Monday, Wednesday, Friday, 9:15-9:30 a.m. (PST). Contract for 13 weeks. Agency: Cosby & Cooper, San Francisco.

Adpeople • • •

PAUL HUTCHINSON, formerly in sales with General Foods, NBC, WNJR Newark and WATV (TV) Newark, appointed advertising and sales promotion manager of Dale-New Jersey, Newark, distributor for Admiral.

H. GORDON SCOWCROFT, formerly with Lever Bros., joins Campbell Soup Co. to work on special merchandising assignments.

On All Accounts

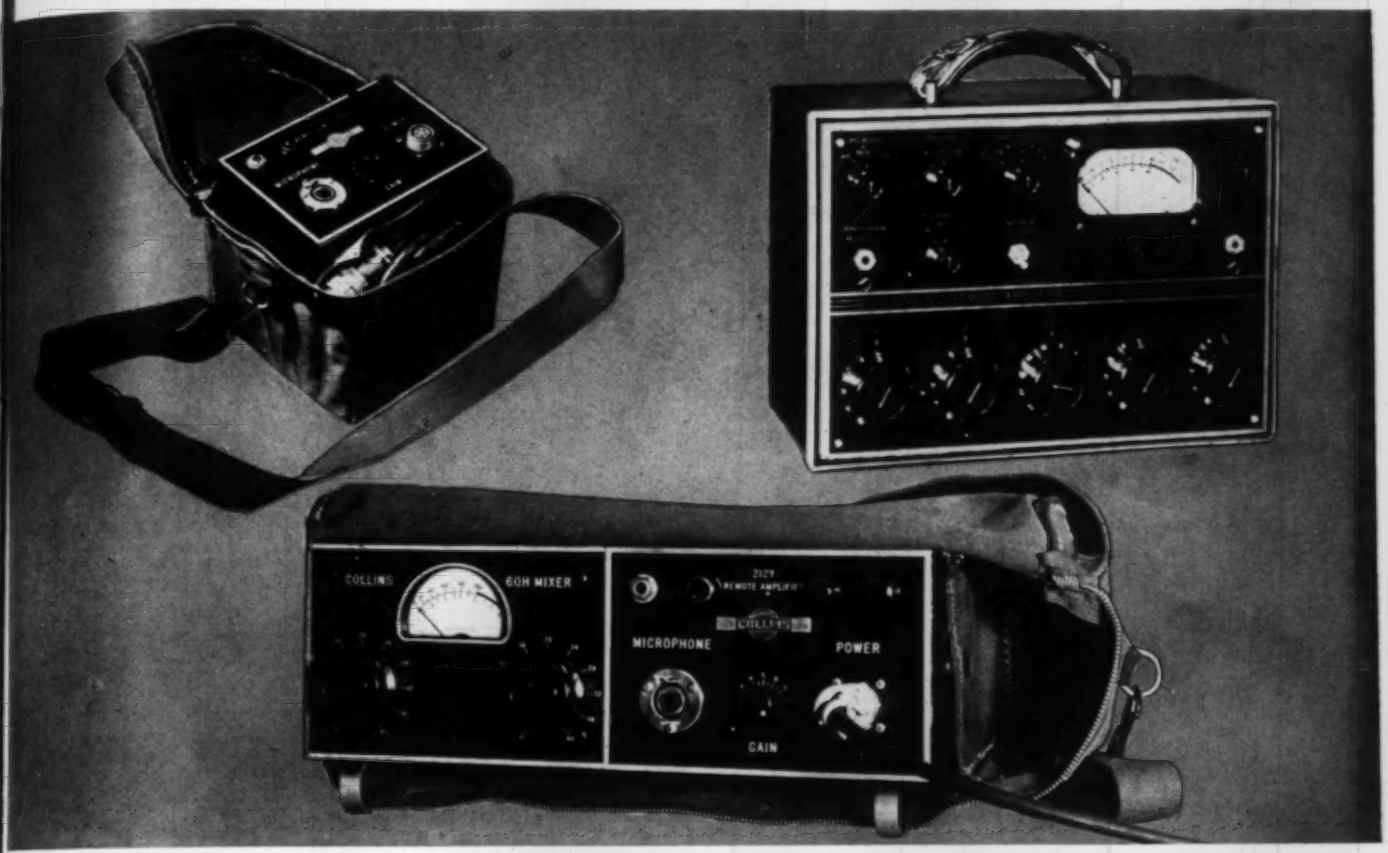
(Continued from page 14)

Buenos Aires, Argentina. Then after a leisurely two-months' tour back to the U. S. in 1948, he decided to put his education to work and joined Davis & Co. in his present capacity.

Bob still carries his South American leanings into his hobbies by reading Latin-American literature and history. Other of his pursuits include swimming, photography and reading in general, as well as others that befit his bachelor state.

Lucky Service

LISTENER service is offered in Tulsa by "Lucky P. O. Box 7517" for those who are willing to pay for it. The service is offered in connection with the hourly reading of a social security number by KFMJ Tulsa daytime outlet. "Lucky" advertises in the *Tulsa Tribune* radio section. "You will be notified immediately if your number is called," the advertisement says.



★ 212Y single channel remote amplifier

★ 60H mixer and 212Y amplifier in combination, making a dual channel unit, Model 212U

★ 12Z four-channel remote amplifier with a-c battery instantaneous power changeover

Collins has the Right Remote Amplifier for any job

Whatever the type of remote program may be that you are going to pick up, there is a Collins amplifier that will do it just right. Most popular of all is the four-channel type 12Z, famed for its instantaneous changeover to batteries when the a-c power fails; a feature that makes it ideal for pickups where there is no a-c power or it is inconvenient to obtain. Popularity for single mike pickups goes to the 212Y remote amplifier. Its zip-on canvas case permits fast setups. All receptacles and jacks are on the front, right where you can get at them easily. 212Y's can be easily turned into two-mike units (model 212U) by adding the 60H mixer. Both units slip into a metal housing and are easily carried in a zip-on canvas case. You have the advantage of separate gain control for each microphone and a vu meter with this combination.

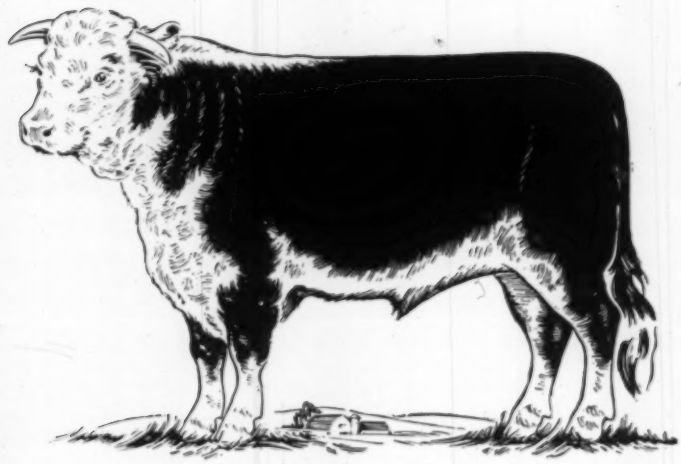
All models are stocked in 30/50 or 200/250 ohms input impedance and 600 ohms output. A complete catalog is available: or write, wire or phone your order for immediate delivery.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.	2700 W. Olive Ave.	M & W Tower	Dogwood Rd., Fountain City	417 Rosalyn Ave.
NEW YORK 18	BURBANK	DALLAS 1	KNOXVILLE	DAYTONA BEACH



Success story:

Recently a Richmond meat packer started a schedule on WLEE. In just seven weeks, so many direct results were traced to WLEE that he sharply reduced all other advertising. *He increased his budget on WLEE by 72%!*

This is the kind of quick, profitable action that Richmond advertisers get all the time from WLEE. More and more national advertisers are following their lead. Get WLEE on *your* list! Call in your Forjoe man and get the whole WLEE story today!

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

BROADCASTING
TELECASTING

Vol. 38, No. 10 WASHINGTON, D. C., MARCH 6, 1950 $7.00 A YEAR—25¢ A COPY

U.S.-CUBA PACT NEAR

Agree 'In Principle'

AN AGREEMENT on U. S.-Cuban channel allocations giving Cuba special rights on 10 regional and three 1-A clear channels plus additional privileges reportedly was reached "in principle" in Havana negotiations between the two nations last week.

Authorities said the terms also would provide that Cuba cease operations on channels not allocated for her use under the expired NARBA, and that she abandon NARBA rights to one clear channel which she has not used.

The agreement was expected to have wide repercussions, first of which came with NAB's recall of its representative from the conferences.

Though the "agreement" could not be assured until signed and delivered, the task of working out protection details was under way late last week looking toward special Cuban use of the following frequencies:

1-A clear channels—640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis).

Regional frequencies — 550 kc with 10 kw; 570 kc with 10 kw; 590 kc with 25 kw; 630 kc with 25 kw; and the following with 10 kw each: 790, 910, 920, 950, 980, and 1150 kc, all using directional antennas or, if not, reducing power. Most of these stations would be in Havana.

Authorities pointed out that the number of these regional channels on which Cuba would have "high-power" rights is the same as provided in the expired NARBA, though there would be three changes in specific frequencies. These involve substitution of 550, 980 and 1150 kc for 600, 960 and 1270 kc.

Other Channels Involved

Other channels on which Cuba might get new or changed assignments affecting U. S. stations were said to include the following (U. S. stations reportedly affected are shown in parentheses): 1080 kc (KRLD Dallas); 1170 kc (WWVA Wheeling); 1000 kc (WCFL Chicago); 1190 kc (WOWO Ft. Wayne); 1090 kc (KTHS Hot Springs). On most of these Cuba would operate 250-w stations.

She might also be authorized to operate a 1-kw station on 1-A 1160 kc with operation limited to KSL Salt Lake City, and a 1-kw outlet on 1340 kc, local channel.

U. S. delegates reportedly indicated they would consider granting "realistic" additional protection to Cuban stations in making future U. S. assignments on 550, 570, 590, 630, 340, 690, 740, 860, 920 and 980 kc. This country also would provide that future U. S. assignments give 5-millivolt protection to Cuban 250-w stations on regional frequencies.

The delegation was said to have rejected Cuban requests for alterations in nighttime directional operations of WDBO Orlando (580 kc), WSUN St. Petersburg (620 kc), WFBC Greenville, S. C. (1330 kc), and KNOE Monroe, La. (1390 kc).

The U. S. group requested Class 1-B protection for 1560 kc (WQXR New York and KPMC Bakersfield, Calif.), and in return would recognize 1-B status of this channel in Cuba.

Additionally Cuba would relinquish rights granted her under the old NARBA for operation on the 1-A 890 kc channel (WENR-WLS Chicago), which she has never used. Her unauthorized operations on 660 kc (WNBC New York) and 760 kc (WJR Detroit), both 1-A clear channels, would be among those to be given up for noncompliance with the NARBA treaty which expired last March 29.

She would retain her NARBA rights with respect to local channels and to the use of U. S. 1-B frequencies on a non-interference basis.

To Offer for NARBA

The agreement when reached, would be offered for incorporation in the new NARBA treaty, for which negotiations among all signatory nations are slated to resume between April 1 and Aug. 1.

In event no agreement is reached as to the overall NARBA, observers thought it likely the U. S.-Cuban document would be the subject of a separate agreement between the two nations. On this point, it was felt the views of the Senate Interstate and Foreign Commerce Committee as well as those of the FCC and State Dept. would be canvassed before a final decision is reached.

The exact form in which the U. S.-Cuban agreement would be cast was still undecided late last week. Joseph Kittner, assistant to the FCC general counsel, flew to Havana Thursday night, presumably to help draft the document.

Several industry advisors attending the conference reportedly were pushing for immediate signature by representatives of both countries, while some State Dept. authorities suggested the instrument should take the form of "an intention of agreement" with final approval to come later.

In any event authorities felt repercussions were sure to come from broadcasters affected by the agreement, particularly since details were not divulged in advance.

Recalls Representative

The first formal overall protest came late Thursday when NAB announced the recall of its Engineering Director, Neal McNaughten, from the Havana sessions, denouncing any concessions to Cuba "over and beyond that condition which existed" when NARBA expired last March.

Earlier, Sen. J. Allen Frear Jr. (D-Del.) was reported to have pro-

(Continued on page 39)

P&G TOPS ON NETWORKS

Sterling Next

PROCTER & GAMBLE Co. remained the undisputed leader in network radio in 1949. The firm had gross time expenditures of $17,315,092 during the year, according to network figures released to BROADCASTING last week by Publishers Information Bureau. Gross time costs in 1948 were $18,226,321.

P&G was the only firm with network gross expenditures of over $10 million.

These figures are for network time only and do not include money spent by the advertisers for talent and production or any other radio business, such as spot, which may have been placed during the year.

Sterling Drug Inc., which had had the second largest gross time purchases in 1948, continued its hold on this position for 1949 with $8,107,859. This was a decrease of $955,507 from the $9,063,366 spent in 1948 for time. In 1949 General Foods Corp. had gross network time purchases of $7,456,943, putting it in third place. In 1948 it spent $6,774,603.

Lever Bros. Co., which added time purchases of $1,824,355 to its 1948 budget of $5,317,036, was the fourth largest user of network time, expending $7,141,391. In fifth place was General Mills with gross network time purchases of $6,742,004.

Largest increase in network time purchases was made by Lever Bros. Three other firms also increased their gross expenditures by over a million dollars: American Tobacco Co., $1,718,085; Pillsbury Mills Inc., $1,551,794, and National Biscuit Co., $1,416,818.

Although only P&G spent over $10 million in 1949, there were seven firms in Class II, $5 to $10 million (Table I), one more than in 1948. Class III, $2.5 to $5 million, also gained one for 10 in 1949. In all there were 241 accounts active in network radio during the year.

Radio advertising for Procter & Gamble was handled by five agencies during 1949. Compton Advertising placed time on behalf of Crisco, Drene, Duz, Ivory Soap and Flakes and Tide. Active for Oxydol, Dreft, Drene and Spic & Span was Dancer-Fitzgerald-Sample. Pedlar & Ryan was the P&G agency for Camay. Biow Co. was active in behalf of Lava Soap, Spic & Span and Tide. P&G had Benton & Bowles placing time for Duz, Ivory Snow, Prell Shampoo, Tide, Crisco and Spic & Span.

All network business for Sterling Drug Inc. was placed by Dancer-Fitzgerald-Sample.

General Foods Corp.'s network business was placed through Young & Rubicam and Benton & Bowles. Products handled by Y&R included: Jell-O, Jell-O Puddings, Jell-O Rice Pudding, Swansdown, Minute Rice, Certo, Grape Nuts, Sanka and Instant Sanka. B&B was ac-

(Continued on page 24)

JANUARY BUSINESS

Network Tops $17 Million; '49 Analyzed

GROSS billings of $17,084,200 for the four national radio networks in January 1950 were reported last week by Publishers Information Bureau.

A fortnight before, BROADCASTING estimated that January billings would total $17,100,000 [BROADCASTING, Feb. 27].

The network gross was more than $600,000 below the figure for January, 1949.

Billings by networks were:

	Jan. 1950	Jan. 1949
ABC	$ 3,537,795	$ 4,067,921
CBS	6,133,624	5,883,828
MBS	1,678,888	1,876,124
NBC	5,733,893	5,876,213
Total	$17,084,200	$17,704,086

Food and food products advertising utilized more time on the nationwide radio networks during 1949 than any other product group, according to data released last week to BROADCASTING by Publishers Information Bureau. Network time, worth $45,312,432 at gross rates, was devoted to food advertising—24.1% of the combined network gross time sales of $187,800,329 during the year.

Toilet goods ranked second, accounting for $29,370,134 worth of network time at gross rates; smoking materials (cigarettes, tobaccos, lighters) ranked third with gross expenditures of $23,667,403 for network time; drugs and remedies were fourth, with $21,054,786, and laundry soaps and cleansers fifth, with $19,334,813.

The same five categories ranked in the same order to head the network advertising list for December 1949. In December 1948 they were also the top five classes of network advertisers but the rank order was slightly changed: foods were first, toiletries second, smoking materials third, soaps and cleansers fourth and drugs fifth. For the full year of 1948 the order was: foods first, toiletries second, drugs third, soaps fourth and smoking materials fifth. (See Table III for gross billings of each category for December and the full year of both 1948 and 1949. The leading advertiser in each group and his expenditure for network time, both in December and for the full year of 1949, is shown in Table IV.)

Procter & Gamble Co. was the leading user of network time in December, purchasing $1,133,206 worth at gross rates. General Foods ranked second, with $758,277 expended for network time during the month. Sterling Drug was third, with a total of $656,147. List of top 10 for the month is shown in Table II.

NBC, with gross time sales of $64,013,296 for 1949, was top network for the year, although this total was 8.1% below the NBC gross of $69,697,590 in 1948. CBS ranked second with a 1949 gross of $63,403,583. This figure was 1.8%

(Continued on page 42)

TABLE I
GROSS BILLINGS BY NETWORKS

Network	December 1949	% Gain or Loss	December 1948	Network	January-December 1949	% Gain or Loss	1948
ABC	$ 3,656,492	— 8.2%	$ 3,982,163	ABC	$ 42,342,854	— 4.4%	$ 44,284,540
CBS	5,774,939	— 1.5	5,862,003	CBS	63,403,583	+ 1.8	62,265,101
MBS	1,345,810	—29.4	1,906,739	MBS	18,040,596	—20.6	22,738,692
NBC	5,631,643	— 9.2	6,199,727	NBC	64,013,296	— 8.1	69,697,590
Total	$ 16,408,884	— 8.6%	$ 17,950,632	Total	$187,800,329	— 5.6%	$198,995,743

TABLE II
TOP 10 NETWORK ADVERTISERS FOR DECEMBER 1949

1. Procter & Gamble	$1,133,206
2. General Foods	758,277
3. General Mills	659,614
4. Sterling Drug	656,147
5. Lever Bros.	588,200
6. Miles Labs	569,969
7. Campbell Soup Co.	551,929
8. American Tobacco Co.	551,477
9. R. J. Reynolds Co.	399,423
10. Liggett & Myers Co.	344,833

TABLE III
COMPARATIVE GROSS NETWORK TIME SALES BY PRODUCT GROUPS

	Dec. 1949	Jan.-Dec. 1949	Dec. 1948	Jan.-Dec. 1948
1. Agriculture & Farming	$ 109,435	$ 1,160,172	$ 147,361	$ 1,531,531
2. Apparel, Footwear & Accessories	117,639	1,292,367	116,870	1,431,589
3. Automotive Equipment & Access.	447,243	6,718,766	772,429	7,696,774
4. Aviation, Aviation Equipment & Access.				
5. Beer, Wine & Liquor	201,496	1,344,746	86,775	1,114,697
6. Bldg. Mat., Equip. & Fixtures	103,290	1,281,775	105,812	988,686
7. Confectionery & Soft Drinks	398,625	6,253,333	629,684	7,655,484
8. Consumer Services	143,795	1,936,031	165,764	2,549,586
9. Drugs & Remedies	1,925,326	21,054,786	1,890,512	22,566,488
10. Entertainment & Amusements	3,906	9,246		5,215
11. Food & Food Products	4,342,130	45,312,432	4,318,500	47,208,282
12. Gasoline, Lubricants & Other Fuels	462,639	5,641,227	612,915	5,969,857
13. Horticulture		97,642		98,946
14. Household Equip. & Supplies	322,714	6,118,005	727,865	8,628,906
15. Household Furnishings	47,224	903,648	109,588	1,331,640
16. Industrial Materials	172,590	2,174,673	180,116	1,747,826
17. Insurance	290,506	3,737,682	352,538	4,230,745
18. Jewelry, Optical Goods & Cameras	312,620	2,789,721	194,135	1,201,942
19. Office Equip., Writing Supplies & Stationery	150,723	1,413,696	147,651	2,317,872
20. Political		56,574		1,213,283
21. Publishing & Media	57,338	911,814	30,247	1,450,997
22. Radios, TV Sets, Phonographs, Musical Inst. & Access.	17,712	749,257	164,645	1,560,998
23. Retail Stores	2,160	40,632		
24. Smoking Materials	2,215,044	23,667,403	1,966,469	20,323,309
25. Soaps, Polishes & Cleansers	1,615,367	19,334,813	1,954,739	20,767,870
26. Sporting Goods & Toys	38,880	106,623	22,380	81,469
27. Toiletries & Toilet Goods	2,474,682	29,370,134	2,869,240	32,145,225
28. Transportation, Travel & Resorts	67,668	1,075,169	106,112	333,616
29. Miscellaneous	368,132	3,245,962	278,285	2,836,308
TOTAL	$ 16,408,884	$187,800,329	$17,950,632	$198,995,743

P&G Tops Networks

(Continued from page 23)

tive on behalf of Sure-Jell, Maxwell House Coffee and Maxwell House Instant Coffee, Post's Corn Toasties, Post's Raisin Bran, Post's 40% Bran Flakes, Instant Postum, and Gaines Dog Food. Both agencies worked on the program, *When A Girl Marries*, presented on behalf of Calumet and Swansdown. (also see story on General Foods realignment, page 29).

Through 1949 Lever Bros. had seven agencies active on its various products. Y&R placed business for Lipton's Tea and Soup Mixes throughout the year and for Swan Soap until the account moved to BBDO. J. Walter Thompson was active for Lux Toilet Soap, Lux Flakes and Rayve Home Permanent Wave. Pepsodent Tooth Paste and powder was handled by Needham, Louis & Brorby as well as part of the Rayve Cream Shampoo and Rayve Home Permanent Wave account. FC&B also was active in behalf of Pepsodent Tooth Paste. Rinso and Spry were handled by Ruthrauff & Ryan while the Lifebuoy account was handled by SSC&B.

The fifth ranking General Mills Inc. had three agencies active on its accounts. Knox-Reeves placed time for Wheaties, Cheerios, Kix, Wheathearts, Bisquick, Crustquick, Pyquick, Gold Medal and Drifted Snow flour, Betty Crocker Soups, Ginger Cake Mix, Sperry Pancake and Waffle flour. Tatham-Laird Inc. also was active in behalf of Kix, Wheaties and Gold Medal Flour. The accounts handled by D-F-S included Gold Medal Flour, Bisquick, Cheerios, Kix, Pyquick, Cake Flour and Ginger Cake.

Individual expenditures by advertisers are shown at left. The first column shows the class in which the advertiser's expenditures is classified. The second column shows the sponsor and product advertised. The remaining columns show the 1949 and 1948 expenditures and the dollar increase or decrease. The figure immediately following the sponsor's name indicates the total gross expenditure for 1949. Where expenditures by products are available they follow the product name.

Table I
NUMBER OF NETWORK ADVERTISERS BY APPROPRIATIONS

I	Over $10,000,000	1
II	$5,000,000-10,000,000	7
III	$2,500,000-5,000,000	10
IV	$1,000,000-2,500,000	26
V	$500,000-1,000,000	37
VI	$250,000-500,000	36
VII	$100,000-250,000	29
VIII	Less than $100,000	95
Total		241

Advertiser Expenditures for Network Time

VIII	ACE MARKETS INC.			
	Dealers in Art	20,488		
VII	ADAM HAT STORES INC.			
	Adam Hats	140,685		
VIII	ALBERTS PRODUCTS CO.			
	Soft Drinks	6,454		
VI	ALLIS-CHALMERS MANUFACTURING CO.	439,264	421,280	+17,984
	Farm Equipment			
VII	AMERICAN BAKERIES CO.			
	Merita Bread and Other Bakery Products	134,154		
VIII	AMERICAN BIRD PRODUCTS INC.	23,554	24,043	—489
	Bird Food			
III	AMERICAN HOME PRODUCTS CORP.	4,768,277	4,592,772	+175,505
	Anacin	1,632,750		
	Bisodol Mints & Kolynos	616,509		
	Drug Products	18,598		
	Kolynos & Anacin	847,041		
	Kolynos, Aerowax, Wizard Glass Wax, Black Flag, Antrol Ant Spray, Wizard Wick	1,653,379		
VII	AMERICAN MEAT INSTITUTE	230,684	851,032	—620,348
	Meat and Allied Products			
V	AMERICAN TELEPHONE & TELEGRAPH CO.	845,556	786,615	+58,941
	Bell Telephone System			
III	AMERICAN TOBACCO CO.	4,318,658	2,600,573	+1,718,085
	Pall Mall Cigarettes	862,290		
	Lucky Strike Cigarettes	3,156,518		
	Roi-Tan Cigars	299,850		

(Continued on page 30)

FCC MODEL BILL

Intra-Commission Rift Over Staff's Role Grows

By RUFUS CRATER

A SHARP BREACH among FCC members over their staff's proper role in Commission affairs was revealed last week in a "secret" document sent to the House radio subcommittee as a guide for future legislation [CLOSED CIRCUIT, Feb. 20].

The cleavage was disclosed in extensive comments submitted by the Commission accompanying a model bill which presented FCC's own version of how it should conduct its operations.

The controversy aligned five Commissioners against one in a sharply worded dispute over the majority's insistence on access to staff "expertise" in any case at least until the hearing is held.

Chairman Coy and Comrs. Walker, Webster, Sterling and Hennock contended public interest would suffer if Commissioners were not allowed to consult freely with staff members about pending cases up to the point of hearings. Comr. Jones retorted that in contested cases such advice should be given on the record, not "behind the backs of the opposing parties," or else the Senate "is not confirming enough employes of the Commission." Comr. Hyde, attending the NARBA sessions in Havana, did not take part in the debate.

Highlights of Bill

Other highlights of the majority's model bill and accompanying comments on the Senate-passed McFarland Bill to reorganize FCC procedures (S 1973), with most of whose provisions FCC had once expressed agreement:

● Division of the Commission into panels would be authorized as in the present law though the Commission said it does not now plan to make use of such authority.

● The Commission would be required to reorganize its staff into functional units, along lines suggested by the McFarland Bill and as now in process of accomplishment [BROADCASTING, Feb. 20], but the McFarland Bill's time limit for reorganization would be lengthened from 60 days to 12 months.

● A special review or buffer staff would be created to stand between the Commission and its regular staff, similar to the one set up a few months ago, but it would be given a power to advise the Commission that is withheld by the McFarland Bill.

● The McFarland Bill's deadlines for Commission action on applications would be eliminated.

● So would the McFarland provision that the filing of a protest against a grant should automatically stay the grant's effectiveness.

● The so-called "double jeopardy" provisions of the present law's anti-trust sections, proposed for deletion by the McFarland Bill, would be retained.

● The McFarland Bill's prohibition against job-jumping by Commissioners and senior staff executives would be deleted.

● The McFarland Bill's provision that a renewal may be granted if it will serve public interest would be dropped for fear it would prevent granting a competing application for a station's facilities. The present law's provision authorizing renewal upon the same considerations as an original grant would be retained.

● The McFarland Bill's provision of a "legal assistant" for each Commissioner would be broadened to specify "professional assistant."

● Commissioners would be permitted to accept "reasonable" pay for preparing "technical or professional publications."

● The McFarland Bill's version of a radio fraud law, comparable to the postal fraud statute, would be enacted.

FCC's recommendations were submitted by request of Chairman George Sadowski (D-Mich.) of the House Interstate and Foreign Commerce Radio Subcommittee for his use in drafting a procedural bill in answer to the McFarland Bill.

Rep. Sadowski is sponsor of the Sadowski Bill to create a super FCC and give the Commission additional sanctions (HR 6949), which along with the McFarland Bill and perhaps the new network-licensing bill of Rep. Harry Sheppard (R-Calif.) had been slated for hearing starting next Monday. Indefinite postponement of the hearing last week left their exact status in doubt (see story, page 29).

Repercussion Awaited

Observers meanwhile awaited repercussions to FCC's draft bill. Sen. E. W. McFarland (D-Ariz.), chairman of the Senate Interstate Commerce Radio Subcommittee, was not expected to accept the Commission's action lightly, particularly since it was construed as a move to block passage of his own bill, to which FCC's comments referred in the past tense. He is due to return to Washington next week from his home in Arizona.

Highlight of FCC's comments on the McFarland Bill, over the signature of Chairman Coy with separate statements by Comr. Jones, was the dispute over staff activity in Commission decisions.

The majority held that "no person engaged directly or indirectly in any prosecutory or investigatory function in any adjudicatory proceeding or subject to the supervision or direction of such a person

(Continued on page 44)

FOUR NAB board members attended luncheon at Colonial Williamsburg, Va., last Monday for Gen. George C. Marshall and Voice of Democracy contest winners. Associate Justice Tom Clark, of U. S. Supreme Court, and NAB President Justin Miller took part. L to r: Campbell Arnoux, WTAR Norfolk, Va., District 4 director; Judge Miller; Judge Clark; Gen. Marshall; Howard Lane, WJJD Chicago, large station director-at-large; Clair R. McCollough, WGAL Lancaster, Pa., small station director-at-large; Gilmore N. Nunn, WLAP Lexington, Ky., District 7 director.

NAB MEET AGENDA

Stress on World Affairs

By J. FRANK BEATTY

WEEK-LONG NAB convention lineup in which national and world affairs will provide the theme for broadcast management is planned for the April 12-19 series of meetings to be held at the Stevens Hotel, Chicago.

The new look in industry conventions will carry the theme, "The American Broadcaster's Responsibility in the World Today." Well-known speakers are to discuss world affairs, industry, advertising, government, world economy, agriculture and the broadcaster's obligation to coming generations.

Definitely billed for the Management Conference April 17-19 are Herman W. Steinkraus, president of the U. S. Chamber of Commerce, and Paul G. Hoffman, administrator, Economic Cooperation Administration. Mr. Steinkraus will speak on industry problems with Adm. Hoffman discussing world economy.

Other speakers of equal prominence are being contacted by NAB for the industry's 28th annual convention.

Annual business meeting of the NAB membership will be held Tuesday the 18th, from 10 a.m. to 12 noon. The final management session Wednesday morning will be devoted to television, as was the case last year.

As now programmed, the convention lines up like this:

April 12 (Wednesday)—Annual Exposition opens; Engineering Conference registration; Engineering Committee meeting; inspection trips; evening reception.

April 13—Morning luncheon and afternoon meetings of Engineering Conference.

April 14—Same as Thursday.

April 15—FCC-Industry Roundtable in morning; meeting of NAB Recording & Reproducing Standards. Committee; inspection trips; informal satellite meetings.

April 16—Independents' Day Sunday meeting for independent stations; receptions, special meetings and dinners.

April 17—FM meeting in morning; foreign language station meeting in morning; Management Conference formally opens at luncheon followed by afternoon meeting.

April 18—Annual membership business meeting in morning; formal luncheon and afternoon meetings for management; annual no-speech banquet in evening, with BMI providing entertainment.

April 19—Television session; noon adjournment.

Management Conference sessions will be shorter than usual, allowing plenty of time to visit exhibits and take part in unofficial activities.

Duplication Avoided

The schedule avoids duplication of shirt-sleeve station operating problems discussed at the autumn NAB district meetings. Programs are designed to give delegates a picture of the world today and an insight into their role in the industrial, agricultural and social life of the nation and world. Understanding of these problems, NAB says, is related to the individual broadcaster's prosperity.

Supervising arrangements is the NAB board's Convention Site & Policy Committee. Members are Howard Lane, WJJD Chicago, chairman; Charles C. Caley, WMBD Peoria, Ill.; James D. Shouse, WLW Cincinnati. C. E. Arney Jr., NAB secretary-treasur-

(Continued on page 46)

NAB BOARD ELECTION

Runoff in FM Section

RUNOFF ballots to determine a tie in the 1950 NAB FM directorate elections were mailed last week to FM station members by C. E. Arney Jr., NAB secretary-treasurer. The tie developed between Ben Strouse, WWDC-FM Washington, and Craig Lawrence, WCOP-FM Boston. Runoff ballots must be returned to NAB Washington headquarters by March 15.

Eight district directors were elected along with nine of the ten directors-at-large, bringing 12 new faces to the board when it is reorganized at the April convention. In the FM category, Frank U. Fletcher, WARL-FM Arlington, Va., led the ticket with 93 votes out of 324 cast. He will serve a two-year term. Winner of the Strouse-Lawrence runoff will serve a one-year term.

District directors now serve two-year terms. Under NAB's election system, even-numbered districts elect directors in even-numbered years, and odd-numbered districts elect in odd-numbered years.

Since this is a transition year in setting up a new election schedule for directors-at-large, those with the most votes will serve two-year terms and runners-up will serve one-year terms.

Large Vote Received

The total vote was "tremendous," according to Mr. Arney. He said all directors elected received over half the votes in each category. In all 2,487 ballots were mailed, with 1,743 returned, a 70% response. This set an alltime record in NAB voting.

Four district directors were nominated in January without opposition but election ballots were sent to the stations in the areas. Those unopposed were Harold Wheelahan, WSMB New Orleans, District 6; William B. Quarton, WMT Cedar Rapids, Iowa, re-elected, District 10; Jack Todd, KAKE Wichita, District 12; Calvin J. Smith, KFAC Los Angeles, re-elected, District 16.

Re-elected in addition to Messrs. Quarton and Smith were James D. Shouse, WLW Cincinnati, large stations; Mr. Fletcher, for FM; Robert D. Swezey, WDSU-TV New Orleans and Eugene S. Thomas, WOIC (TV) Washington, for television stations.

New board members, besides Messrs. Wheelahan and Todd, will be William A. Fay, WHAM Rochester, N. Y., District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; George J. Higgins, WISH Indianapolis, District 8; William C. Grove, KFBC, Cheyenne, Wyo., District 14; William B. Ryan, KFI Los Angeles, large stations; A. D. Willard Jr. WGAC Augusta, Ga., and John Esau, KTUL Tulsa, medium stations; Patt McDonald, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations.

Messrs. Ryan and Kobak have served on the board in the current decade. Mr. Willard sat at board meetings during the 1945-49 period when he was NAB executive vice president.

Retiring from the board during the NAB convention in April will be Michael R. Hanna, WHCU, Ithaca, N. Y., District 2; Campbell Arnoux, WTAR Norfolk, Va., District 4; Henry W. Slavick, WMC Memphis, District 6; Harry M. Bitner Jr., WFBM Indianapolis, District 8; Robert Enoch, District 12; Hugh B. Terry, KLZ Denver, District 14; Howard Lane, WJJD Chicago, large stations; G. Richard Shafto, WIS Columbia, S. C., and Kenyon Brown, KWFT Wichita Falls, Tex., medium stations; Clair R. McCollough, WGAL Lancaster, Pa., and Merrill Lindsay, WSOY Decatur, Ill., small stations; Everett L. Dillard, WASH (FM) Washington, FM stations.

Many of those retiring were not candidates for re-election because they had served two terms, though in several cases one of these terms was only a one-year service. NAB's by-laws have been amended to forbid more than two consecutive terms on the board.

The board elections were conducted under Mr. Arney's direction. In recent years the mail balloting has been in charge of the accounting firm of Ernst & Ernst but the board decided last year to turn over

(Continued on page 43)

Mr. Quarton Mr. Thomas Mr. Shouse

New → NAB District Directors Re-elected ←

Mr. Fay Mr. Todd Mr. Grove

Mr. Fletcher Mr. Swezey Mr. Smith

Mr. Esau Mr. Essex Mr. McDonald

Mr. Wheelahan Mr. Kobak Mr. Willard Mr. Ryan Mr. Higgins

In FM Runoff

Mr. Lawrence

Mr. Strouse

WQQW BALKS AT NEW DUES

Charges NAB Favors Big Stations

QUICK reaction to a memo on NAB's dues increase, sent stations last week by President Justin Miller, came from WQQW Washington in the form of a critical letter of resignation.

Writing to Judge Miller, M. Robert Rogers, WQQW vice president and general manager, charged that the recent increase in dues to be paid, starting April 1, by stations in the less-than-$100,000 classes is a step to aid big broadcasters at the expense of smaller stations.

WQQW is not affected by the new dues schedule, adopted by NAB's board last month at its Arizona meeting, according to Mr. Rogers.

Judge Miller's memo to member stations explained the board had abandoned the 12½% dues discount and stepped up dues of the four lower classes to raise income from $664,000 to $808,000 for the fiscal year starting April 1 [BROADCASTING, Feb. 20]. He said members of the four groups, a large part of the total membership, will pay 26.15% of the cost instead of 20.12% as heretofore.

Mr. Rogers wrote Judge Miller that the station considered its NAB status some months ago when several important independents resigned. The dues action, however, "tips the scales quite the other way as far as we are concerned," he wrote. "It almost smacks of taxation without representation, a particularly loathsome concept for Americans; and, therefore, we have no choice but to resign our membership.

"This principle of taxing your smaller members for the benefit of your larger ones has already been apparent in other ways, such as the assessment plan for the regrettably unsuccessful All-Radio film presentation. At that time we raised our objections to a sliding tax scale, peculiarly un-American, in that the surtax principle is applied to the poor and the tax reduction features to the rich."

Mr. Rogers said WQQW was not resigning from NAB "only over a matter of principle." He listed six NAB operations, asserting a "pretty careful assessment" showed no dollar-and-cents value from program, technical and FM services

(Continued on page 42)

NATIONAL HOOPERATINGS SOLD

Nielsen Buys 3 Services

Mr. HOOPER

* * *

HOOPER TO STRESS LOCAL RATINGS

THE local rating field has provided two-thirds of his income, C. E. Hooper, head of C. E. Hooper Inc., told BROADCASTING last week in discussing plans to continue his organization after transfer of network, TV and Pacific network audience ratings to A. C. Nielsen Co.

Noting that the number of sponsored network radio programs on the air today has dropped some 40% from its level three years ago, with network radio rating service revenue dropping accordingly, Mr. Hooper said that without competition his organization would have continued the network Hooperatings, "riding the radio curve down and the TV curve up."

Decreased Revenue

But with the decreasing network radio revenue split between his firm and the Nielsen organization, even his network (TV) rating business did not bring the total network ratings to a profitable operating level, so he sold out. Revenue from the National Hooperatings dropped $40,000 in January 1949 to $26,000 in January 1950, he reported.

From now on he will concentrate on the local rating field, Mr. Hooper said. He averred that television has so changed the radio listening habits in cities with TV service that it is no longer possible to average reports of listening in cities with TV and cities without it into a significant national rating.

Taking New York as an example of the effect of TV on audience behavior, Mr. Hooper reported that the January-February 1949 average evening audience in that city was divided 19.7% for televiewing and 80.3% for radio listening. Eleven months later, the December

(Continued on page 41)

NATIONAL network broadcast and TV audiences will be measured by only one firm, A. C. Nielsen Co., as a result of the Feb. 28 sale of three C. E. Hooper Inc. services to the Nielsen interests.

Three months of negotiations between the parties culminated last week in ratification of the three-service purchase by Nielsen stockholders.

While this major upheaval in the program rating field leaves Nielsen as the only national network audience service, the Hooper organization will continue its operations exclusively at the local level.

Price paid by Nielsen for three Hooper services — national radio network programs, Pacific network programs and national TV network programs—was not officially disclosed. BROADCASTING learned on reliable authority that the amount was in the neighborhood of $500,000. Other reports had placed it at $615,000.

One-firm Operation

The Nielsen acquisition returns the national network rating field to a one-firm operation for the first time in about a decade. In the '30s Hooper and Crosley Inc. conducted competitive services, the latter on behalf of Assn. of National Advertisers. Mr. Hooper has been publishing network Hooperatings for 15 years.

Mr. Hooper said that A. M. Wharfield, Hooper vice president, will move to the Nielsen New York offices to act as liaison for the TV-rating service as long as it continues under the present setup. When the switch to Nielsen's Audimeter-based ratings is made he will return to C. E. Hooper Inc.

In continuing its operations at the local level the Hooper organization will compile and publish its "City Hooperatings," "City Teleratings," "area coverage indexes," "sales impact ratings" and other specialized research services. A new automatic recording device which will report on family listening and viewing within 3½ seconds directly and without need for a telephone call will shortly be incorporated into his firm's data collection procedure, Mr. Hooper said Wednesday, verifying a report first printed by BROADCASTING last fall [CLOSED CIRCUIT, Nov. 21, 1949]. He refused to amplify the bare announcement until his return a month hence from an Arizona vacation.

National Network Program Hooperatings, based on coincidental telephone calls in the 36 cities of four-network service, will cease publication after the issue of the Hooper pocket pieces for February. National Nielsen-Ratings Reports, based on a national sample of homes equipped with Audimeters, will be made available immediately to former subscribers for program Hooperatings. Complete National Nielsen Radio Index service also will be made available to those who want this more comprehensive analytical and diagnostic service in addition to the ratings.

Pacific Network Program Hooperatings also will end with the February report and will be immediately replaced with the Pacific Nielsen-Ratings.

TV Network Hooperatings will be continued with the present method of coincidental telephone calls until such time as the Nielsen organization has installed a sufficient number of Audimeters in TV homes to provide an adequate sample for a National Nielsen-Ratings report of TV program audiences.

Nielsen executives last week said that they expect to be ready to inaugurate their Audimeter-based TV rating service this coming fall,

(Continued on page 40)

Mr. NIELSEN

* * *

NIELSEN SEES CLEAR PATH AHEAD

"WE HAVE a clear path ahead," said Arthur C. Nielsen, president of the A. C. Nielsen Co., Thursday in commenting on his company's acquisition of C. E. Hooper's national rating service.

Mr. Nielsen disclosed that Mr. Hooper "initiated the discussions" relative to the recent deal "by a telephone call to me early last November."

Kobak Survey

He recalled that an "elaborate survey" made by Edgar Kobak when he was president of Mutual established that "the majority of leading people in the broadcasting industry thought a better job (of national rating) could be done by a single service."

"This survey further disclosed that the industry was overwhelmingly in favor of our company—almost unanimously," he said.

Mr. Nielsen released a telegram from Frank K. White, present head of Mutual. The message reads in part:

"Being the first network to break away from the false theory that two national rating services were better than one, we at Mutual are more than pleased to receive your announcement. We know we can count on you to expand and improve your service during the coming months and for our part you can be sure of continued interest and cooperation which we believe will lead to even greater confidence in the accuracy, reliability and usefulness of the Nielsen services."

Price Not Disclosed

The NRI head would not discuss the price involved in the purchase of the Hooper network services. He denied that published reports of a $600,000 figure were correct.

"We feel, and our attorneys feel,

(Continued on page 40)

Networks' Reaction to Hooper Sale

COMMENTING on the Hooper sale, Richard Puff, MBS director of research, told BROADCASTING:

It is good news, but not unexpected, to know that there is to be only one national measurement for radio program audiences. Being the first network to break away from the false theory that two national rating services were better than one, we at Mutual are more pleased.

It is good news for two reasons—the duplication of cost is eliminated for advertisers, agencies and networks, and—there will be no more confusion with two figures for each program.

One of the new fields open to more intensive exploration is small town America, a large part of the national picture. Nielsen's 97% sample of the United States obviously points the way toward fuller recognition of these important marketing areas.

Theodore I. Oberfelder, ABC director of advertising promotion and research, had this to say:

Many years ago, C. E. Hooper took the first forward step in establishing a system of program ratings which became a standard of radio broadcasting.

With the advent of the Nielsen Radio Index, there were two completely different systems of program measurement with two standards of rating. The move of the Nielsen Co. in purchasing the network Hooperatings now leaves one single standard of program rating—which, in my opinion, can only be good for the radio broadcasting industry.

The monies thus released for purchasing a duplication of service can now be used for other forms of broadcast measurement.

The American Broadcasting Co. salutes C. E. Hooper and wishes him well in his new venture.

From CBS came this statement

(Continued on page 42)

ARMY-AIR FORCE ADS 'Fair Share' to Radio

ARMY and Air Force officials assured the radio industry last week that they are not bivouacking funds earmarked for radio-TV spending. A meeting, held with Maj. Gen. T. J. Hadley Jr., chief of military personnel, procurement and service division (USA, USAF), reviewed the budget situation [BROADCASTING, Feb. 27, 13] in Washington Thursday afternoon.

As a long-range aftermath of the latest conference, it is understood that the military has promised to consider divorcing production costs from actual time purchases in its future overall budget estimates. The major part of these production costs are for free-time material.

Both Maj. Gen. Hadley and Will C. Grant, owner of Grant Advertising, Chicago, Army Air Force agency, assured the broadcasters' spokesmen that "radio has been and always will be given a fair share of recruitment advertising." They said the Army-Air Force has no intention of cutting radio or TV from its advertising program and would give the media equal opportunity with the others.

Representing radio at the conference were Judge Justin Miller, NAB president; Charles A. Batson and Robert M. McGredy, assistant directors, BAB, and Mr. Grant. Maj. Gen. Hadley, members of his staff, and other defense officers represented the military.

The newest talks, underway for several weeks, were instigated as a result of NAB and BAB action in response to stations' protests against the use of free time by the services [BROADCASTING, Feb. 6]. Testimony before a House Appropriations subcommittee has shown that the Army-Air Force recruiting program budget for next year calls for a nearly 40% outlay for radio and television. This goes for both free-time material production and time purchases.

Col. N. F. McCurdey, Hadley's deputy, had told Congressmen that the expenditure by the Army and Air Force for fiscal year 1951 would be $636,400 for radio-TV out of a total $1,591,600 outlay. Army officials estimate that the budget would be split about evenly in production costs and actual time purchase. For the time being, no change in this procedure is contemplated, spokesmen said.

The further parley came as a climax to a swelling chorus of stations' protests against donations of free time to organizations which conduct paid advertising campaigns in other media. Many stations protested to the Grant agency and to their Congressmen. Army officials said they were miffed because "irresponsible statements have been circulated that the services do not plan to buy any time on stations."

Labeling these assertions untrue, Army-Air Force spokesmen underlined the fact that even the budget figure for 1951 was "tentative" and that it must wait upon action by the Congress and the President's signature before becoming a reality.

Col. William G. Downs, one of the Army-Air Force advertising staff, told BROADCASTING last week that with a limited budget the services were obliged to "compromise" in arriving at the best method of advertising which also would give them "the most coverage."

On this best-for-the-most theory, Col. Downs said most independent stations have indicated their enthusiasm for the packaged programs and have asked for them. These stations, he said, can sell time before and after. However, Army spokesmen said it would be folly to spread the budget allowance for a given year among the "thousands of independents" because not any one of them would get a fair return.

Meanwhile, the high advertising command of the military confirmed a spending of $100,000 out of the 1950 budget for a spot campaign in 52 major cities. The campaign, it said, would get underway in two or three weeks and would spur interest in reserve activities.

FCC Actions

FINAL decisions and grants for five new AM stations and improvements for eight existing stations reported by FCC. Five stations granted transfers. One AM and one FM authorization deleted. Details of these and other FCC actions are in Actions of the FCC starting on page 81 and FCC Roundup on page 87.

MILLER BREWING

Mullen Heads Adv. Dept.

ESTABLISHMENT of separate advertising and public relations departments at the Miller Brewing Co. Milwaukee, (Miller High Life beer), was announced last week by Frederick C. Miller, brewery president.

Under the reorganization, Roy J. Bernier, now manager of the combined department, has been named director of the public relations department. The brewery's advertising department will be headed by Vernon S. Mullen Jr.

IRE MEET

16,000 To Attend

ATTENDANCE of 16,000 is expected at the four-day annual convention and equipment show of the Institute of Radio Engineers beginning today (March 6) at New York's Hotel Commodore and Grand Central Palace.

The convention is the 39th in the history of the engineering institute, which now embraces a membership of more than 27,000.

Thirty-six technical sessions are scheduled, and 160 papers will be read. Topics cover theoretical as well as practical phases of radio, electronics and nucleonics.

More than 250 exhibits will be presented at the radio show, which will be held in Grand Central Palace. Exhibits will range from complete radio and television stations to the small component parts in home radio and television receivers. (Story on DuMont color system for closed circuit telecasts, TELECASTING, 19.)

Dr. Ralph Bown of Bell Telephone Laboratories and past president of the IRE, will address the annual meeting, the opening feature of the convention. The meeting will be held in the grand ballroom of the Commodore and will begin at 10:30 a.m. today.

TAX VICTORY Va. Bill Forbids Levy on Radio-TV

LEGISLATION forbidding cities, towns and counties in the state of Virginia from levying license or privilege taxes on broadcasting and television stations was passed last week by the Virginia General Assembly, according to Philip P. Allen, of WLVA Lynchburg, president of the Virginia Assn. of Broadcasters.

The bill passed by overwhelming pluralities and was sent to Gov. John S. Battle.

Broadcasting and television are placed on the same level as newspapers in receiving exemption from municipal and county license and business taxes, under terms of the bill (House Bill 224), introduced Feb. 1.

The bill was passed by the House with a 90-2 vote. The Senate Finance Committee approved it, as the House committee had done, without hearing. After the Senate committee had reported it favorably by a 10-0 vote, it was resubmitted and a hearing was held Feb. 24.

Mr. Allen appeared at the hearing along with C. T. Lucy, WRVA Richmond, chairman of the VAB Legislative Committee; Frank U. Fletcher, WARL Arlington, and a number of broadcasters. Mr. Fletcher pointed out that about half of broadcast stations have operated at a loss and all television stations were in the red. He described station services and added that stations might be forced into local politics if they are assessed local taxes.

The committee reported the bill favorably once more, this time by a 13-3 vote.

Last Monday the measure came up in the Senate. Sen. Edward L. Breeden, of Norfolk, attacked the concept that radio and TV stations resemble newspapers in their public and educational services and therefore should have the exemption newspapers have enjoyed for a half-century.

Cites TV's Future

Sen. Breeden contended TV "is on the way to becoming one of the biggest businesses in Virginia." He compared TV to theatres and added, "I can see no reason for the life of me to tax a theatre and not a television station."

Sen. A. E. S. Stephens, Isle of Wight, argued the bill did not concern itself with whether the radio and TV stations make money. He said they offer the same news and educational service as newspapers. The bill, he went on, "safeguards a situation whereby a locality by license fee could tax a radio station so severely as to bring it into politics."

Sen. Robert O. Norris, of Lively, urged passage of the bill as "a refreshing piece of news" because one industry at least "knows it is not going to be taxed." Sen. Charles Fenwick, of Arlington, said the bill follows the same principle as the newspaper exemption, and prevents punitive action against stations by a locality.

The Senate passed the bill 30-5.

Among communities understood to have levied taxes on radio and TV stations are Norfolk, Roanoke, Danville, Alexandria and Arlington County. In Alexandria WPIK was placed under a business tax of 39¢ per $100 on gross income above [illegible] of $6,040. WPIK protested the levy. Arlington County assessed an 11¢ tax on stations but it has been protested.

Move to place these taxes on stations was instigated two years ago by the Municipal League of Virginia.

Several cities in Arkansas have taken steps to tax broadcasting stations following action of the U. S. Supreme Court in refusing to hear an appeal from a state court ruling in which the Little Rock radio tax was upheld after a local court had ruled it invalid.

Pueblo, Colo., is understood to have drafted a tax ordinance since the Supreme Court's action.

Stations in Anniston, Ala., also have received tax bills from the city as a result of the Supreme Court's decision. A code approved Dec. 20, 1947, levied $100 on each station soliciting advertising. The tax had not previously been enforced.

HOUSE HEARINGS DELAYED No Date Set

HOUSE Interstate and Foreign Commerce subcommittee, headed by Rep. George Sadowski (D-Mich.), announced indefinite postponement late Thursday of its scheduled March 13 hearings on pending radio legislation [CLOSED CIRCUIT, Feb. 13; BROADCASTING, Feb. 20].

Meanwhile Rep. Charles A. Wolverton (R-N. J.), ranking minority member and former chairman of the House committee, told BROADCASTING he has been assured that Dr. Allen B. DuMont, president of Allen B. DuMont Labs., will be given a chance to present his appeal for lifting of the television freeze before the Sadowski group once hearings get underway [TELECASTING, Feb. 13].

The feeling on Capitol Hill was that the new delay by the Sadowski subcommittee would put into effect the slow down expected in radio legislation because of the naming by President Truman of a new Communications Policy Board [BROADCASTING, Feb. 27]. The House group was scheduled to look into the pending Sadowski Bill (HR 6949) which would set up an overall frequency allocations board on a permanent basis with functions similar to that of Mr. Truman's temporary board.

Also on the Congressional group's schedule was consideration of the Senate-passed McFarland Bill (see story, page 25) to reorganize FCC procedures (S 1973) and probably the new Sheppard Bill (HR 7310) to require licensing of networks.

Rep. Sadowski, who is recuperating from a heart attack, returned to Washington early last week from Detroit, where he had been hospitalized. However, his close associates indicated that the Congressman may be unable to resume his full legislative responsibilities.

An alternative to an indefinite delay in hearings, a spokesman said, would be the appointment of a temporary chairman to wield the gavel in place of Rep. Sadowski. Rep. Dwight L. Rogers of Florida is ranking Democrat on the subcommittee. Other members of the subcommittee are: Democrats Eugene J. Keogh of New York, John A. McGuire of Connecticut, George H. Wilson of Oklahoma, Thomas R. Underwood of Kentucky; Republicans Carl Hinshaw of California, Leonard W. Hall of New York, Harris Ellsworth of Oregon, and James I. Dolliver of Iowa.

The New Jersey legislator also said he was not in favor of a prolonged postponement of the Sadowski hearings and that he would "like to see the subcommittee go ahead" with its deliberations.

In the Senate, further review of the communications problem was seen last week with the report that Sen. E. W. McFarland (D-Ariz.) would confer again with President Truman. Mr. Truman has expressed particular concern over the use of radio and wire communications by the government. However, since the phases which will fall under close study by his special board overlap each other, the White House talk probably will touch on the entire communications question, including that of frequency control.

NBC CHICAGO SHIFT *Splits AM and TV In Three Units*

NBC Chicago continued the network's AM and TV separation policy last week with reclassifications of personnel in sales, promotion and programming. Divisional responsibility appears to have been eliminated among executives, with each being delegated authority in either the AM or TV phase of the Central Division operation.

Ted Mills, program manager at WNBQ (TV) since September 1948 is now executive television producer, responsible for all creative work. Taking over his TV administrative work is Arthur Jacobson, former WMAQ program manager, who has the title of TV program manager. Homer Heck, longtime AM producer at the division, succeeds Mr. Jacobson. Mr. Heck's replacement has not been named.

Sales duties have been stratified at all levels, with Paul McCluer and Eugene Hoge remaining as chiefs of AM and TV network sales, respectively. Oliver Morton, who previously headed activity in local and national spot sales for both AM and TV, is chief of national AM and TV spot only, assisted by Robert Ewing. Remaining with him are Robert Flanigan and George E. Halleman. Additions to Mr. Morton's staff include Howard Meyers, formerly of the local TV staff, and Jack Mulholland, who joins the department March 15. He is now Chicago manager of Independent Metropolitan Sales.

Edward C. Cunningham, former assistant to Mr. Morton, takes the title of WMAQ sales manager, handling local AM sales. His staff includes two new persons, John H. Schneider, formerly of the WGN Chicago sales staff, and Frank DeRosa, who was transferred from NBC's accounting department.

John McPartlin remains sales manager of WNBQ, assisted by George Morris. Two men will be hired shortly for TV network sales work under Mr. Hoge. His present assistant is Ed Stockmar.

David Lasley, heretofore promotion director of the Central Division, is now responsible for network promotion only. Harold Smith, former assistant to Mr. Lasley, heads promotion for WMAQ and WNBQ.

Other shifts are anticipated as a result of recommendations made by each department head.

Drawn for BROADCASTING by Sid Hix

"When I answered a question on WOF last week they gave me a new automobile, a trip to Guatemala and 500 boxes of Doosey Dozey suds. Why answer for nothing!"

GENERAL FOODS *Plans Product Changes, Ad Budget Increase*

GENERAL FOODS, New York, will realign its products, effective Sept. 1, 1950 among its three agencies and will increase its advertising budget, the company announced last Tuesday at a news conference in New York.

General Foods spent $30,000,000 last year, Charles G. Mortimer, vice president in charge of marketing, said, and the company plans to boost that during 1950. Radio and television will be included in the increased budget.

Under the switch in products, Foote, Cone & Belding will double its present GF billing, while the two major GF agencies, Young & Rubicam and Benton & Bowles, will gain in billings through new products. The four new products which Foote, Cone & Belding will get are: Calumet Baking Powder, La France and Satina (all formerly serviced by Young & Rubicam) and Post Toasties (previously with Benton & Bowles).

Young & Rubicam, which last year celebrated its 25th anniversary working with GF (its oldest and largest client), will increase its GF billing in 1950 through new additions to the Jell-O line of package deserts. Other additions will come from Birds Eye and Birds Eye frozen orange concentrate, from the Iglehart division with new Swans Down mixes and Minute rice, another new product.

Young & Rubicam will have the following products: G. F. Consumer Service, Minute Gelatin; G. F. Sales Division (trade) Minute tapioca; G. F. Corporate, Grape-Nuts; Sanka; Instant Sanka, Kaffee Hag, Jell-O, Jell-O puddings; Jell-O tapioca pudding, Jell-O rice pudding, Jell-O pie fillings, Institution Jell-O products, Minute rice, Birds Eye frozen concentrated orange juice, Bireley's bottled beverages, Grape Nuts flakes, Post's wheat meal, Swans Down cake flour, Swans Down self rising cake flour, Swans Down mixes, Swans Down family flour, Baker's Premium shred coconut, Baker's Southern Style coconut, Baker's bulk coconut products, Birds Eye frosted foods, Kernel-Fresh salted nuts, 40-Fathom Brand of fish and seafoods, Jack and Jill cat food.

Benton & Bowles, GF agency since 1929, will have higher billings in 1950 through established brands, and also through two new products, Post's Sugar Crisp and Walter Baker's 4 In 1 cocoa mix. General Foods is also Benton & Bowles' oldest and largest client.

Benton & Bowles will service the following products:

Maxwell House Coffee; Certo, Snider condiments and canned foods, Post's 40 per cent Bran flakes, Post-Tens, Post's Puffed Products, Walter Baker chocolate, Walter Baker 4 In 1 sweet cocoa mix, Walter Baker's cocoa-chocolate chips, Dot and Herman's Diamond Crystal salt products, Yuban coffee, Ridgways tea, Gaines dog foods, Instant Maxwell House coffee, Sure-Jell, Post's raisin bran, Post Sugar Crisp, Log Cabin syrup, Colonial Salt Products, Bliss coffee, Maxwell House tea.

Foote, Cone & Belding Inc., newest GF agency, appointed in 1946, will handle Postum, Post Toasties, Rice Krinkles from Chicago, and Calumet baking powder, La France and Satina from New York.

Advertiser Expenditures

(Continued from page 24)

Class	Sponsor and Product	1949 Exp.	1948 Exp.	$ Increase or Decrease
VIII	**A "NO" VOTE ON PROPOSITION NUMBER TWO APPEARING ON CALIFORNIA BALLOT**			
	Political	400		
IV	**ARMOUR & CO.**	1,028,533	1,916,323	—887,790
	Armour Ham, Armour Lard, Canned Meats, Margarine, Miss Wisconsin Cheese	361,245		
	Dial Soap, Dash Dog Food, Chiffon Flakes	375,367		
	Chiffon Flakes	291,921		
VI	**ARMSTRONG CORK CO.**	455,638	429,779	+25,859
	All Products			
V	**ASSN. OF AMERICAN RAILROADS**	990,961	298,560	+692,401
	Institutional			
IV	**BABBITT, B. T. INC.**	2,224,022	2,032,183	+191,839
	Bab-O, Glim			
VIII	**BALLANTINE, P, & SONS, INC.**	23,976	56,298	—32,322
	Beer & Ale			
VIII	**BALLARD & BALLARD**	5,372	168,342	—162,970
	Obelisk Flour			
V	**BAYUK CIGARS INC.**	919,124	1,351,759	—432,635
	Phillies Cigars			
VIII	**BEAUTY FACTORS INC.**	24,704	7,248	+17,456
	Insta Curl			
VIII	**BEKINS VAN & STORAGE CO.**	66,750	96,662	—29,912
	All Products			
VI	**BLOCH BROTHERS TOBACCO CO.**	370,241	187,047	+183,194
	Tobacco			
VI	**BLOCK DRUG CO. INC.**	253,050		
	Amm-i-dent Tooth Paste			
V	**BORDEN CO.**	670,739	1,216,508	—545,769
	All Products			
IV	**BRISTOL-MYERS CO.**	2,023,458	2,101,045	—77,587
	Ipana, Sal Hepatica, Mum, Vitalis, Minit-Rub, Benex, Ammen	607,494		
	Vitalis & Trushay	707,982		
	Ipana & Sal Hepatica	707,982		
VI	**BROWN SHOE CO. INC.**	442,198	422,868	+19,330
	Buster Brown Shoes	437,680		
	Roblee Shoes & Buster Brown Shoes	4,518		
V	**BROWN & WILLIAMSON TOBACCO CORP.**	899,910	1,174,488	—274,578
	Raleigh Cigarettes			
VI	**BRUNNER-RITTER INC.**	266,760		
	Bretton Watch Bands, Bracelets and other Jewelry			
VIII	**BUDGET FINANCE PLAN INC.**	13,260		
	Personal loans			
VIII	**BUTLER PACKING CO.**	54,447	19,616	+34,831
	Dennison's Food Products			
VIII	**CALIFORNIA MEDICAL ASSN.**	20,596	32,688	—12,092
	Insurance-Hospitalization & Physicians Service			
VIII	**CALIFORNIA PACKING CORP.**	34,458		
	Del Monte Foods			
V	**CAMPANA CORP.**	625,480	469,859	+155,621
	All Products	215,409		
	Magic Touch Cream Makeup, Ayd's Vitamin Candy	308,307		
	Solitair Makeup	101,764		
II	**CAMPBELL SOUP CO.**	5,671,548	5,819,758	—148,210
	Canned Soups & Pork & Beans	1,975,525		
	Franco American Products	1,146,710		
	Franco American Spaghetti	689,861		
	Soup	1,859,452		
IV	**CARNATION CO.**	1,106,174	973,785	+132,389
	Albers Quick Oats	162,500		
	All Products	10,755		
	Carnation Milk	246,363		
	Carnation Milk	686,556		
VIII	**CARNATION CO. (ALBERS MILLING CO.)**	56,166		
	Friskies Dog Food			
V	**CARTER PRODUCTS INC.**	649,428	1,554,801	—905,373
	Carter's Little Liver Pills & Arrid			
VIII	**CHAMBERLAIN LABS INC.**	10,670		
	Chamberlain's Lotion			
VI	**CHAMPION SPARK PLUG CO.**	283,954	252,619	+31,335
	Spark Plugs			
IV	**CHESEBROUGH MANUFACTURING CO.**	1,253,206	754,924	+498,282
	All Vaseline Products	505,266		
	Hair Tonic, Lip Ice & Vaseline Petroleum Jelly	367,792		
	Hair Tonic, Vaseline Petroleum Jelly, Lip Ice, Cuticle Cream, Eye Cream	380,148		
VI	**CHRISTIAN REFORMED CHURCH**	255,197	208,295	+46,902
	Religion			
V	**CHRYSLER CORP.**	898,326	819,297	+79,029
	DeSoto & Plymouth Cars			
V	**CITIES SERVICE OIL CO.**	613,410	630,108	—16,698
	Gas & Oil			
VII	**CLUB ALUMINUM PRODUCTS CO.**	143,352	125,422	+17,930
	Aluminum Household Utensils			
IV	**COCA-COLA CO.**	1,549,542	2,519,887	—970,345
	Coca-Cola			
VIII	**COLE, H. C. MILLING CO**	27,795	46,821	—19,026
	Omega Flour			
III	**COLGATE-PALMOLIVE-PEET CO.**	3,877,804	4,342,245	—464,441
	Colgate Dental Cream & Palmolive Soap, Super Suds, Colgate Shave Cream, Brushless Shave & Rapid Shave Cream, Halo Shampoo, Palmolive Shave Cream, Lustre Cream Shampoo			
VIII	**CONGRESS OF INDUSTRIAL ORGANIZATIONS**	22,924		
	Institutional Textile Workers	11,184		
	Institutional Steel Workers	11,740		
VIII	**CONTI PRODUCTS INC.**	67,070	24,710	+42,360
	Conti Castile Shampoo			
V	**CONTINENTAL BAKING CO.**	798,309	756,889	+41,420
	Wonder Bread & Hostess Cake			
VI	**CREAM OF WHEAT CORP.**	368,325	356,624	+11,701
	Cream of Wheat Cereal			
VI	**CUDAHY PACKING CO.**	490,257	626,881	—136,624
	Old Dutch Cleanser			
VIII	**CURTISS CANDY CO.**	15,851	272,855	—257,004
	Candy			
VIII	**DAWN BIBLE STUDENTS ASSN.**	48,757		
	Institutional			
VIII	**DELAWARE & HUDSON CO.**	49,088	49,088	
	Coal			
VII	**DOUBLEDAY & CO.**	218,194	36,022	+182,172
	Books			
VII	**DRACKETT CO.**	146,971	248,573	—101,602
	Drano, Windex & Windex Wax			
V	**duPONT de NEMOURS, E. I. & CO.**	710,820	695,736	+15,126
	Institutional			
V	**ELECTRIC AUTO-LITE CO.**	814,365	904,413	—90,048
	All Products			
V	**ELECTRIC COMPANIES ADVERTISING PROGRAM**	734,538	539,131	+195,407
	Institutional			
V	**EMERSON DRUG CO.**	873,033	829,580	+43,453
	Bromo-Seltzer			
V	**EQUITABLE LIFE ASSURANCE SOCIETY OF U. S.**	909,193	876,747	+32,446
	Insurance			
VIII	**EVANS CASE CO.**	15,471		
	Handbags, Compacts, Cigarette Lighters			
IV	**EVERSHARP INC.**	1,129,699	1,852,006	—722,307
	Pens & Pencils	74,166		
	Razors, Razor Blades, Pens & Pencils	365,533		
VIII	**FALSTAFF BREWING CORP.**	87,696	127,860	—40,164
	Beer			
VIII	**FAULTLESS STARCH CO.**	65,660	13,876	+51,784
	Starch			
VIII	**FAYDREX CORP.**	4,324		
	Giant Rubber Balloons			
VIII	**FERRY-MORSE SEED CO.**	97,642	98,946	—1,304
	Seeds			
V	**FIRESTONE TIRE & RUBBER CO.**	791,700	776,163	+15,537
	Tires & Tubes			
VI	**FIRST CHURCH OF CHRIST SCIENTIST**	324,448	309,938	+14,510
	Christian Science Monitor			
VIII	**FIRST CHURCH OF CHRIST SCIENTIST**	51,827	51,848	—21
	Religious Talks			
VIII	**FIRST NATIONAL STORES INC.**	38,472	71,448	—32,976
	Food Products, Institutional			
VIII	**FISHER FLOURING MILLS CO.**	13,330	29,303	—15,973
	Fisher's Cereal & Flour Products			
IV	**FORD MOTOR CO.**	1,251,459	1,629,102	—377,643
	Ford Cars	799,955		
	Ford Dealers	451,504		
VIII	**"42" PRODUCTS LTD.**	509	76,716	—76,207
	All Products			
VIII	**FRAM CORP.**	44,405		
	Oil, Air & Gas Filters			
VIII	**FRANK WALLY, LTD.**	4,904		
	Wally Frank's Pipes			
VII	**FRUEHAUF TRAILER CO.**	225,631	125,497	+100,134
	Trailers, Institutional			
VI	**GENERAL CANDY CORP.**	402,016	526,086	—124,070
	Oh Henry Candy Bars			
VI	**GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS**	424,454		
	Religious Talks	299,065		
	Institutional	125,389		
IV	**GENERAL ELECTRIC CO.**	1,624,324	3,283,378	—1,659,054
	All Products	19,814		
	Household Appliances	977,168		
	Institutional	627,342		
II	**GENERAL FOODS CORP.**	7,456,943	6,774,603	+682,340
	Swansdown, Minute Rice, Instant Swansdown, Jell-O Rice Pudding, Certo, Jell-O, Jell-O Puddings, Calumet, Grape-Nuts, Post's Corn Toasties & Raisin Bran, Post's Bran Flakes, Instant Postum, Maxwell House Coffee, Sanka, Instant Sanka, Sure-Jell, Gaines Dog Food			
II	**GENERAL MILLS INC.**	6,742,004	7,190,599	—448,595
	Bisquick, Crustquick, Ginger Cake Mix, Gold Medal Kitchen Tested Flour, Pyequick, Soup, Cereals, Cake Mixes, Sperry Pancake & Waffle Flour, Cheerios, Kix, Wheathearts, Wheaties, Drifted Snow Flour			
IV	**GENERAL MOTORS CORP.**	1,079,572	1,976,764	—897,191
	Chevrolet Passenger Cars	7,850		
	Institutional	607,314		
	Pontiac Motor Cars	21,500		
	Electric Refrigerators	442,908		
III	**GILLETTE SAFETY RAZOR CO.**	3,858,294	6,267,319	—2,409,025
	Safety Razors, Blades & Shaving Cream, Gillette Brushless, Lather Shave Creams, Toni Creme Shampoo, Home Permanent Wave, Creme Rinse			
VIII	**GLEN ALDEN COAL CO.**	83,696	86,246	—2,550
	Blue Coal			
IV	**GOLD SEAL CO.**	1,521,304	547,548	+973,756
	Gold Seal Glass Wax & Wood Cream			
VI	**GOODYEAR TIRE & RUBBER CO.**	436,736	541,500	—104,764
	Institutional			
VI	**GOSPEL BROADCASTING ASSN.**	344,384		
	Institutional			
VIII	**GREEN SPOT INC.**	11,036		
	Green Spot Orangeade			
VIII	**GREYHOUND CORP.**	21,160	3,856	+17,304
	Bus Transportation			
VII	**GREYSTONE PRESS INC.**	112,495		
	Publishers			
VII	**GROVE LABS INC.**	122,652		
	Fitch Hair Tonic & Shampoo, 4-Way Cold Tablets			
VI	**GRUEN WATCH CO.**	251,100		
	Watches			
V	**GULF OIL CORP.**	646,806	612,714	+34,092
	All Products	541,209		
	Gasoline, Oil, Lubricants, Tires, Insecticides	105,597		
V	**HALL BROS. INC.**	649,530	843,801	—194,271
	Hallmark Greeting Cards			
VIII	**HALLICRAFTERS CO.**	6,600		
	Television Sets			
VII	**HEINZ, H. J., CO.**	214,224		
	All Products			
VI	**HELBROS WATCH CO.**	363,093	478,002	—114,909
	Helbros Watches			
VIII	**HISS, DR., SHOES, INC.**	2,160		
	Dr. Hiss Shoe Stores			

(Continued on page 88)

CIGAR SMOKING
WOR Cites Radio Influence

RADIO is effective in influencing men to smoke cigars, and especially certain brands, according to a report issued by researchers at WOR New York, covering two programs aired Monday through Saturday. The research department found the percentage of cigar-smokers among listeners almost double that of non-listeners.

In one case, the station found that 47% of men listeners were cigar smokers with 24% among men who had not heard the programs. Additionally, listeners to WOR's 6:30 p.m. newscasts showed a 3½ to 1 preference over non-listeners for Consolidated Cigar Corp.'s Dutch Masters; listeners to Stan Lomax's 6:45 p.m. sports program indicated a 4½ to 1 preference over non-listeners for Rialto and La Primadora cigars.

Both studies, designed to measure sales impact of WOR programs, compared matched samples of listeners and non-listeners for purchases. Surveys — sixth and seventh of a series—were conducted by The Pulse Inc. in 10 metropolitan counties.

URGES TAX REPEAL
C of C Hits Wartime Levies

REPEAL of all wartime excise taxes was urged last week by the U. S. Chamber of Commerce because "business again is faced with a buyers market." The plea was placed before the House Ways and Means Committee.

A Chamber spokesman cited a Commerce Dept. survey which lists 17 items as "highly sensitive to demand factors" and subject to federal excise taxes. Among the items are radios, phonographs and records. The survey indicated that lowered excises on these articles would mean an increase in sales volume of from one to three times the amount of tax reduction. The Chamber asked for tax elimination on long distance telephone and telegraph (and wire service) and the 15% levy on local telephones.

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What's UP

IN LANSING ?

SEE PAGE 16

YANKEE NETWORK
Opens New Boston Sales Office

SALES office, the function of which will be to sell broadcast time for Yankee Network-owned stations outside of Boston, has been opened in Boston, the network announced last week. Stations to be served by the office are WEAN Providence, WONS Hartford and WICC Bridgeport.

Joseph Lopez, manager of WEAN, will be in charge of the new sales office. During his absence from Providence, Mowry Lowe, member of the WEAN sales department, will act as manager of the station and be responsible for all phases of its operation, the network stated.

Mr. Lopez' office will be at 21 Brookline avenue, Boston, in the Yankee Network Bldg.

IRE SESSION SET
Boston Meet Is April 15

WITH its theme "Progress Through Research," the 1950 New England Radio Engineering meeting will be held at the Somerset Hotel, Boston, on Saturday, April 15. Sponsored by the North Atlantic Region of the Institute of Radio Engineers for the past three years, this year's one-day session will include a morning and afternoon technical program.

Also scheduled are a visit to the television facilities of WBZ-TV Boston and inspection of the toll dialing equipment of the New England Tel. & Tel. Co. In addition, mutual problems of IRE's North Atlantic Region, comprised of the Boston and Connecticut Valley sections, will be discussed under leadership of Herbert J. Reich, IRE regional director. Other speakers will include Lawrence B. Grew, engineer for the Southern New England Tel. Co., and Hermon H. Scott, president of H. H. Scott Inc. and Boston section chairman.

SENATE HEARINGS
FCC 1950 Funds on Agenda

A SENATE Appropriations subcommitttee is expected to begin hearings today (Monday) on fiscal 1951 funds for FCC and other independent offices, with testimony from the Commission slated to be taken this week or next. All hearings are due to be completed by March 15.

A House Appproprıations subcommittee already has concluded similar sessions on 1950-51 funds. FCC Chairman Wayne Coy, other Commissioners and FCC staff members were heard on President Truman's budget request for roughly a 2½% increase in FCC appropriations [BROADCASTING, Feb. 6].

WIBC Indianapolis has become Indiana's first all-night station. Station runs around the clock five days a week Monday through Friday.

THE "BIG 3"

Top-Selling Disc Jockeys in the Detroit Market!

THE TOBY DAVID MORNING SHOW

★

EDDIE CHASE'S MAKE BELIEVE BALLROOM

★

HAL O'HALLORAN'S DAWN PATROL

• Based on actual results for their sponsors, these men are hitting new highs in popularity. From early morning to late at night, selling products or service via CKLW is an easy, thrifty proposition!

50,000 WATTS
Middle of the Dial
at 800 kc.

CKLW

Guardian Building • Detroit 26

MUTUAL SYSTEM

Adam J. Young, Jr., Inc.
National Rep.

WGY is the **BIG** audience coverage station of the Great Northeast

16 to 1 in *YOUR* favor, for with WGY an advertiser can actually cover *sixteen* metropolitan markets with *ONE* station!

WGY and *only* WGY can deliver audiences in so many individual markets!

WHERE? . . . **IN NEW YORK**

Albany, Amsterdam, Glens Falls, Gloversville, Hudson, Johnstown, Norwich, Oneonta, Utica, Rome, Saratoga Springs, Schenectady, Troy

IN MASSACHUSETTS

North Adams, Pittsfield

IN VERMONT

Rutland

- - - And all the territory in between

HOW? . . . . **COVERAGE**—50,000 power-*full* watts serving 16 cities with a metropolitan population of 1 million, 247 thousand. This 16 city area alone can claim retail sales of 1 billion, 162 million, 225 thousand dollars. A Hooper Survey *just completed* proves that WGY reaches 55% *more* evening radio listeners in the 16 markets than the next best station.

WHY? . . . . **WGY** is the only clear channel station serving the area...50,000 watts power on a low frequency!

WGY has been a listening habit since 1922!

WGY is the *ONLY* NBC station in the area. Other network audiences are divided among: 3 stations for CBS, 5 stations for ABC, 6 stations for MBS.

WGY is owned and operated by the General Electric Company, thus assuring finest station operation in the area.

WHEN? . . . **RIGHT NOW** if your product is distributed in upstate New York and Western New England. Your message on WGY will assure you of domination of the listening audience in the area, because WGY provides:

More Markets than any other upstate New York station.

Larger Audiences than any other station in the area.

Wider Coverage than any other station in the area.

Lower Cost than any combination of stations in the area to reach the 16 markets.

Represented Nationally by NBC Spot Sales

For the complete story on WGY, its programs and availabilities, call your nearest NBC Spot Salesman!

810 on your dial 50,000 Powerful watts affiliated with NBC **WGY** A GENERAL ELECTRIC STATION

UN NETWORK PROGRAMS

1950 Schedule Includes 6 Documentaries On MBS

UNITED NATIONS network program schedule for the remainder of 1950, including a series of six one-hour documentaries to begin over the coast-to-coast MBS March 26, was announced by UN information officials in New York last Wednesday.

The Mutual series, *The Pursuit of Peace*, will be under the supervision of Norman Corwin, UN's special projects radio director, and will emanate from New York, Hollywood, Canada and India. A one-time program, *Eleven Memory Street*, was aired this past Friday. The six-week stint will comprise such topics as UNESCO, human rights and the technical assistance program.

A similar schedule of documentaries currently is being broadcast once a month over NBC, in addition to the CBS-TV Ford Motor Co. daily UN sessions feature, CBS' *Memo From Lake Success*, and the weekly *UN Story*, heard over 400 stations coast-to-coast. First two programs also are heard over Canada's dominion network.

Another Series Planned

Simultaneously, it was revealed that another series, to be aired by ABC, is in stage of preparation for use sometime next spring. Additionally, discussion is underway with major television networks for program to start this fall.

The MBS package, which also was announced by William H. Fineshriber Jr., Mutual vice president in charge of programs, will call on an all-star Hollywood cast for the opening program. Noted writers will contribute their services throughout the series.

UN does not plan to set up its own TV station in the future, according to UN information officials, though it could well do so within the framework of charter provisions of the International Telecommunications Union, Geneva, of which UN is a member—and probably with little more than nodding acquiescence to a requested channel by FCC.

During the Wednesday luncheon session, held at the Waldorf Astoria Hotel for UN and radio press representatives, UN was criticized for lack of liaison with press channels and failure to acquaint editors with UN objectives. Benjamin Cohen, assistant secretary-general, UN Dept. of Information, readily conceded the present relationship was inadequate but said that UN radio operation had been "experimental" until this year.

STATE NEWSMEN

Find Second Bid Blocked

SHOULD State Dept.'s Voice of America reporters be denied full U. S. Capitol press gallery credentials while representatives of Tass, the Soviet news agency, and the New York *Daily Worker* continue to enjoy such privileges?

That question evoked widespread discussion on Capitol Hill the past fortnight as the State Dept. had "indefinitely delayed" its second bid for accreditation of Voice Reporters Joseph Sitrick and Grattan McGroarty. Both news-gatherers may sit in on gallery proceedings and use Senate Periodical facilities, but are forbidden to take notes on floor action and must depend on memory.

Controversy revolves around whether the Standing Committee of Correspondents may logically make exceptions in the State Dept.'s case, thus opening the door to other government executive reporters or so-called "propagandists." A hearing on Voice applications was deferred by the committee at the request of State Dept.

SOUTHERN BELL

Ga. Group Urges Radio Use

SOUTHERN Bell Telephone Co. has been urged to use radio advertising as well as newspapers, with Ed Mullinax, WLAG LaGrange, making the contention on behalf of the Georgia Assn. of Broadcasters. Mr. Mullinax, president of the Georgia association, met with Lane Hubbard, general manager of Southern Bell Telephone Co.

Mr. Mullinax

Complaint has been made by southeastern broadcasters that Southern Bell has been buying newspaper space but submitting free-time material to stations [BROADCASTING, Feb. 20].

Mr. Hubbard told Mr. Mullinax Southern Bell recently started buying time when emergencies develop. He added that "Southern Bell feels that newspapers can do a better job on the type of advertising we do." Mr. Mullinax contended Georgia stations can do an effective institutional as well as emergency job for Southern Bell.

If the company started radio it would have requests for schedules from stations in all its states, Mr. Hubbard said. Mr. Mullinax replied that this, too, is proper since radio "does a good job everywhere." Mr. Hubbard wrote Mr. Mullinax after the interview that the company will consider use of radio.

The Georgia association is exploring ways of selling radio to utilities and manufacturers in the area.

HIGHLIGHTS of weekly Washington Touchdown Club meeting aired Monday, 6 p.m., by WWDC Washington.

GOOD ADVERTISING Will Boost Economy—Cone

LACK of experienced sales management, "wise in the ways of advertising," may well be the softest spot in America's economy, Fairfax M. Cone, board chairman of Foote, Cone & Belding, asserted Tuesday at a luncheon meeting of the Chicago Junior Assn. of Commerce and Industry.

Answering his own question—"Is advertising keeping pace?"—Mr. Cone concluded that "either advertising has been tried and found wanting or it isn't being properly and sufficiently used. I think the latter is the case."

Stressing that the miracle of America is one of mass distribution and not of mass production—and that advertising is the backbone and strength of distribution—Mr. Cone explained why it is important to know if advertising is keeping pace.

Competitive Factors

He traced the history of the past eight years, "a unique period when experience died and many came of age without being told the competitive facts of life. We are just beginning to learn that you can't sell a $2.50 white shirt for $5.50 in 1949 and for $4.50 in 1950, because someone will always come along to make a better shirt and sell it for $2.95. This is the history of success, and history will repeat itself.

Although advertising was a luxury for eight years, circumstances are different now, he asserted. "Prospects must be sold and sold hard against competition, or there will be no sales. This is especially true for items of daily use above the level of necessity," he said. "This is the measure of the difference between American standards and those of other countries. Our economy is based on sale of these items, and it has been termed an economy of luxury."

Hits at Fetishes

Discussing advertising fads and fetishes, Mr. Cone said fads continue to be part of "badly planned and executed advertising now used." One of the "newest and dopiest" types, in his opinion, is merchandise advertising prepared and placed to sell dealers and get their support. "We don't need much of this, and certainly not a continuing stream. During the war we could sell anything, but it won't work now because advertising was invented to sell users." He indicated the only advertising that impresses dealers is name, size and price advertising, without the why, and this builds no product demand with consumers.

Citing a mail survey by Frigidaire among its clients, Mr. Cone said the concern found that 54% of purchasers said their minds were made up as to brand before talking with a dealer or salesman. This percentage would be much higher in food and drug products, where there is no demonstration and with comparison only after purchase, he claimed.

Merchandise advertising is a "silly and dangerous business, doomed to failure because of the number of small advertisers who amply and adequately advertise to consumers," he asserted.

Mr. Cone said the answer to profit in any advertising program is to invest shrewdly. Unit advertising costs go down if the budget is well spent, and this is the aim of users and makers of advertising for the future. Advertising may well pace all consumer goods business to a new high volume, he concluded.

Alabama Club Elects

PRESS & Radio Club Inc., Montgomery, Ala., has announced election of the following persons connected with radio in Montgomery, as officers for 1950: Treasurer, Ed Brown, WJJJ; board of directors, John Allen Wolf of WSFA, Dave Manners, WAPX, and Billy Smith, WSFA; membership and house rules committee, Lou Benton of WMGY, chairman.

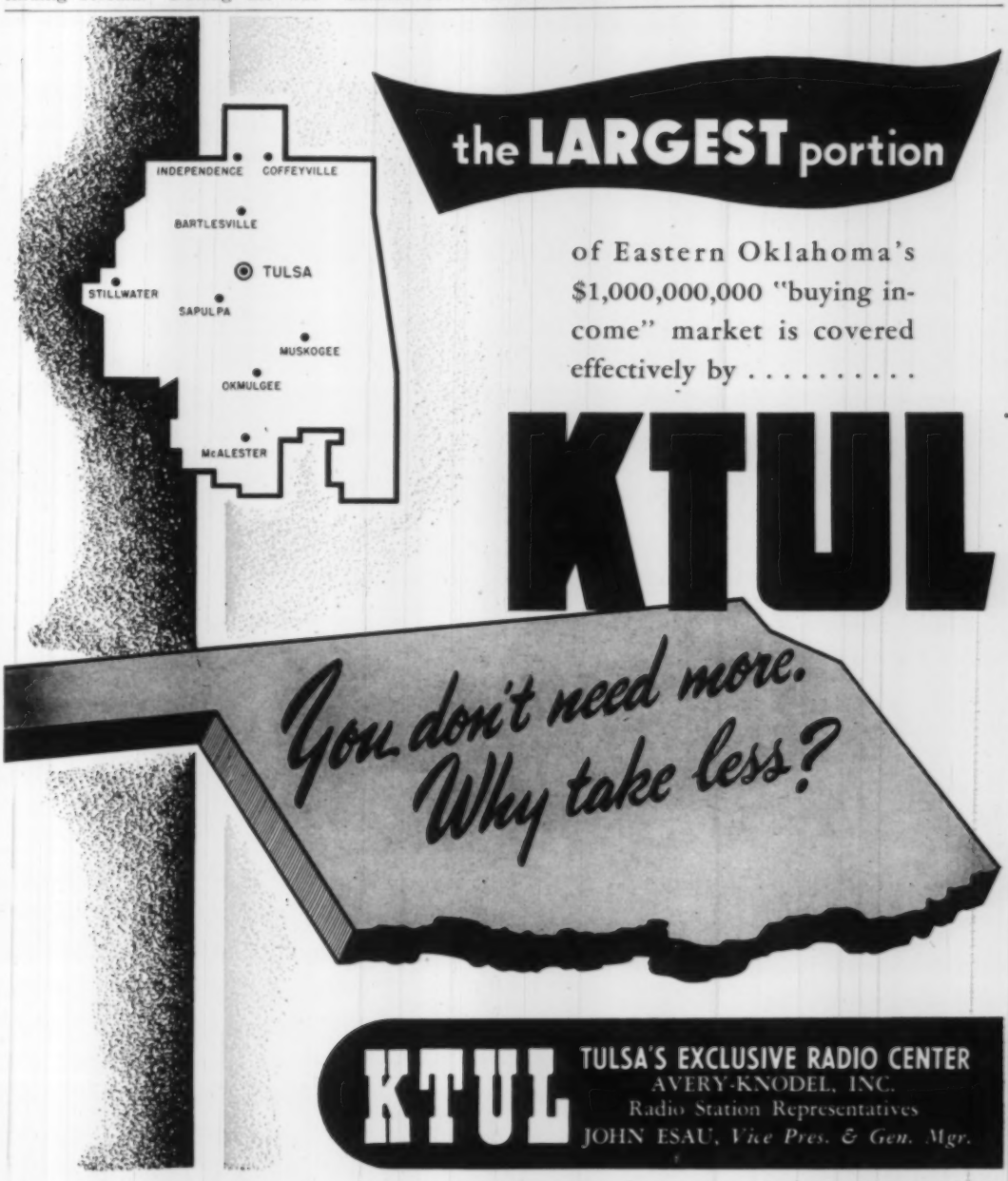
SESAC EXPANDS

NAB Meet To See Unveiling

STAGE will be set at NAB's Chicago convention next month for the first industry unveiling of SESAC Inc.'s expanded transcription library service for 1950, the New York firm disclosed last week.

Announcement at the convention will herald the firm's doubling of transcriptions available to stations, SESAC said. A number of features have been added, K. A. Jadassohn, general manager, pointed out. SESAC now will offer as many as 3,500 recorded musical numbers in comparison to 1,800 offered last year.

In addition, the service will make available a "script service" of salable programs. These will feature folk music, military band music and concert series. This package will be made up of three blocks of 13 shows for a total of 39 programs. Stations can sell these programs in 13 segments and can make use of program notes provided. Another innovation is a catalog of bridges, moods and themes to meet particular demands of TV stations and also applicable to AM-FM stations. These can be used as background music for dramatic and film shows. SESAC's basic rate will remain unchanged, Mr. Jadassohn said.



XUM

Solo Arias for Your Sales Areas

Radio's versatile voice, on *any* network, is bravo'd from family circle to parterre box (and office box) as man's best means of reaching folks and selling goods. And *Mutual* is the network which raises this voice in more markets than any other.

Like the others, we sing it out fortissimo in all the larger centers, wherever the score calls for lung-top volume. But sellouts at the Met are not enough: how do you do on the road?

Your sales overtures today can succeed or fail on performance in the rest of the nation. And here a significant Mutual "difference" can mean a vital plus for you in your present sales arrangements.

Mutual offers a selection of over 300 markets, coast to coast, where no other network has a station; 300 extraordinarily *response-able* markets (56% above the U.S. average in sales per capita) where *your* voice dominates and audience ratings soar 2 to 6 times above their big-city levels.

In these markets Mutual literally steals the scene for you, enabling you to win customers and dealerships where other networks are remote.

Finally, to the steady obbligato of the greatest homes-per-dollar values in network radio, you can sing it solo in more markets on Mutual than on all other networks *combined*. The stage is yours.

The Difference is MUTUAL!

+

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

Lowest Costs, Hookup by Hookup, of All Networks.
Largest Audiences per Dollar in All Network Radio.
Maximum Flexibility for Custom-Tailored Hookups.
'Where-to-Buy-It' Cut-Ins Available at No Extra Cost.

the **mutual** broadcasting system

Editorial

Rating Armistice

THE NATIONAL Hooper rating, after a 15-year reign, goes by the radio boards. Henceforth it will be the Nielsen—exclusive in the national AM and TV network fields and in Pacific Coast network radio.

The sale of these Hooper units—at a reported figure of under half-million—to Nielsen should help clear up what had been an increasingly confused rating situation. Whether it is the millennium, of course, is not now predictable but it should have a salutary effect.

Nielsen has an enviable reputation in the marketing research field. The networks are subscribers. Its audimeter method of reporting has had its shortcomings, but there have been constant improvements. A more accurate reporting system now has been devised with higher speed units, and ratings should be available on a two-week basis within a few weeks.

The fusion is logical. Neither service could make money. And Hooper had gone into new fields. Hooper, which has had its bumps lately, now concentrates on city ratings for AM and TV as well as area indexes.

There always has been a latent demand in radio (and it is likely in TV too) for what would amount to a radio-controlled rating service, a counterpart of Broadcast Music Inc. Hooper, until it hit the formidable Nielsen competition, wielded more influence on the economics of radio than any other entity.

Whether the move to set up an audience rating service which would be cooperatively owned gains impetus will depend upon the manner in which Nielsen handles its new and highly sensitive responsibilities, as well as the equity and impartiality of the new localized Hooper operations.

So far, from where we sit, the new order looks wholesome and healthy.

All A-Board

MOST hopeful sign on the NAB horizon comes with results of the election of directors.

Last month when the present board met, there were dire forbodings because at least nine and perhaps a dozen of the 27-man board were slated to leave, either because of disqualification under the revised by-laws limiting continuous service, or of refusal to run again. Among these men were some of radio's youthful "elder statesmen." There was fear that their replacements would have tough going in this critical period in NAB affairs.

The results are refreshing and encouraging. The dozen newcomers are formidable broadcasters—several of them in station ownership. NAB members, despite the dark clouds, have taken this election seriously. They have voted their convictions.

We are constrained to single out two new directors for special—and honorable—mention. A. D. (Jess) Willard, for nearly five years second-in-command at NAB, returns to the councils but in this new capacity as regional station director from WGAC Augusta, Ga. And Edgar Kobak, former Mutual president, snaps back on the NAB board as co-owner of the booming little WTWA Thomson, Ga. This is not to minimize the importance of those elected or reelected.

It must be the pixey in us.

FCC's Own Ripper Bill

WONDERS NEVER cease at the FCC. A majority, speaking as nearly always through its omnipotent Law Bureau, now essays to write the very legislation to govern its affairs.

You have one guess where the applicant or licensee would stand.

Despite usual secrecy shrouds, we report in this issue the substance of a letter sent by the FCC to Chairman Sadowski of the House Radio subcommittee. It is an astounding document. It has as its purpose demolition of the McFarland Bill (S-1973) passed by the Senate last session to invoke desperately needed reforms in FCC processes. It would make a mockery of the Administrative Procedure Act, intended to give litigants a fair break.

Indeed, there are passages which the Senate, having unanimously approved the McFarland Bill, could regard as impudent and arrogant. It is a frontal assault, designed to retain for the FCC's lawyers the power to influence Commission policies.

There was a lone dissent. Comr. Robert F. Jones, who for a decade served in Congress, lays bare the purposes of the ambitious FCC legal minions. He wants Commissioners to act like judges in quasi-judicial proceedings—a prime purpose of the McFarland Bill. He wants no *ex parte* proceedings wherein the lawyers lead the FCC around ring-in-nose. He wants the FCC staffers to plead their cases in "open court" rather than in star chamber.

The FCC, of course, will trot out that business of being duty-bound to give Chairman Sadowski the information he sought, since the request had been made in writing. That is only part of the story—and an entirely different story than was told the Senate on the identical legislation. FCC members previously had advised the Senate committee that they favored McFarland's Bill in most particulars.

How the FCC majority will justify its about-face will be a neat trick. What has transpired since to induce the majority to renounce its previous benediction? Our guess is that the Cottones and the Plotkins and the Solomons can chalk up another "mission accomplished."

For example, the majority insists it must have staff advice at almost all times (which the McFarland Bill would limit). If that is so, then the FCC's decisions are not the decisions of seven men but of 10 or 12 or 20. We string along with Comr. Jones' view that if that is the case, then the Senate "is not confirming enough employes of the Commission."

The FCC would delete the McFarland Bill provision which says that when a court hands down a decision reversing the Commission then it shall be the duty of the Commission to follow the court's mandate and, unless otherwise ordered, to do so upon the basis of the original record. That's about as opaque as a freshly polished wind-shield.

The lawyers do not want disturbed the unbroken record of court decisions wherein, by reopening hearings, they have trumped up enough evidence to justify the original action.

But they have to reckon with Congress and with Sen. Ernest W. McFarland (D-Ariz.). There are those in Congress who will see in the measure, which we will call the "Plotkin Bill" for short, an effort not only to justify past FCC actions but to lay the ground-work for actions the lawyers are about to take through a Charlie McCarthy FCC.

Framers of the Administrative Procedure Act won't stand by idly as the FCC lawyers seek to flaunt that hard-won statute. Nor will Sen. McFarland take it lying down. He has the confidence and respect of Congress and the White House.

This time the FCC lawyers may have overreached. They may have played footy-footy with the wrong side.

Our Respects To—

NORMAN BOGGS

IT IS a matter of record that WMCA New York, a 5 kw independent, has in the past 12 months gone from "red" to "black," and that the station currently is realizing a 40 to 50% increase in quarterly gross billings over comparable periods anteceding February 1949.

It is more than coincidence that this enviable record has been achieved during the comparatively brief tenure of Norman Boggs as general manager of the station.

To Mr. Boggs, who once toured the Orient as a piano-player in a hastily organized college dance band, the results must seem "sweet music" indeed. In fact, WMCA's sales' tills began jingling just 60 days after Mr. Boggs assumed the managerial helm; furthermore, the station's revenue has continued to leap and bound.

Norman Boggs had been schooled in sales success, having freshly arrived in February 1949 from WLOL Minneapolis-St. Paul, a 5 kw outlet owned primarily by Ralph Atlass, general manager of WIND Chicago, who serves as consultant to WMCA. WLOL also prospered under Mr. Boggs' leadership.

The WMCA resurgence under "Red" Boggs is neither coincidental nor awe-inspiring in view of the credo which motivates this shy native-born Hoosier.

In a word it is basically, strict adherence to a "realistic rate structure"; a re-stressing on personnel duties, particularly with respect to sales; and the belief that radio should never be "sold short."

A staunch contention of Mr. Boggs is that radio need never slash rates indiscriminately nor offer free time as a come-on to prospective local advertisers. Rather hesitantly, he will point out that, in his opinion, local business in New York is "far under" what it should be for a market of its size, and that Chicago stations gross more revenue on that level.

"We are convinced that the lack of a realistic rate structure, as far as the market and competitive situation are concerned, is one reason for that comparison of local figures between Chicago and New York," Mr. Boggs says. "We must restore the confidence of the local advertiser in radio; he has been weaned for years on black-and-white and he still is not sold on radio. But the situation is improving."

He cited the case of a 27-year-old advertiser who has stuck pretty steadily with WMCA but who thought radio should make concessions (time contributions by the station, or short-term contracts) not usually demanded of printed media. The advertiser still is not

(Continued on page 77)

WSAI MERCHANDISE DIRECTOR TELLS GREATER CINCINNATI GROCERS HOW TO DISPLAY MERCHANDISE AND SELL WSAI ADVERTISERS' PRODUCTS.

WSAI "SHELF-LEVEL" SELLING CINCINNATI

The WSAI "SHELF-LEVEL" Selling Plan FOLLOWS THROUGH

This is the story of SPRY, and how it was sold by the copyrighted WSAI "Shelf Level" SELLING plan. (59 other products have been sold the same way!) "Shelf Level" means exactly what it says... Radio advertising backed by merchandising ... right down to the shelf... yes, right down to the customer in the store and supermarket. We know it works... and so do our satisfied sponsors. (And evidently others do, too, 'cause we just copped the Billboard Merchandising Award on a national level!)

WINDOW DISPLAYS LIKE THIS ARE A RESULT OF THE CLOSE RELATIONSHIP BETWEEN WSAI AND THE GROCERY RETAILERS.

AND POINT OF SALE DISPLAYS LIKE THIS

ALL OF WHICH ADDS UP TO INCREASED SALES OF WSAI-ADVERTISED PRODUCTS.

CINCINNATI

WSAI

A MARSHALL FIELD STATION
REPRESENTED BY AVERY-KNODEL

A·B·C

KPHO STAFF

8 Resignations Announced

RESIGNATIONS effective Feb. 22 of Commercial Manager J. R. (Dick) Heath and the entire sales staff of KPHO Phoenix, including Frank Orth, Charles Stauffer, J. R. Heath Jr. and John Nelson, have been announced by the station.

Gil Lee, formerly with KOOL Phoenix and more recently with Montano-Alzua Agency of Phoenix, has been appointed commercial manager. Agnes McGillvra, formerly owner of KWRZ Flagstaff, Ariz., joins KPHO as saleswoman. Names of other salesmen have not been announced.

Three other resignations also were announced. Leonard Burkland, announcer, resigned Feb. 15 to join KYUM Yuma, Ariz., as announcer. He is succeeded by John Harrington, formerly with KSTP St. Paul-Minneapolis and KYCA Prescott, Ariz. Robert Vache, production director-announcer, left March 1 to become program director-assistant manager at KCLF Clifton, Ariz. Ann Licklidder, secretary to Rex Schepp, KPHO president, resigned Feb. 15. Her future plans have not been announced.

ENSIGN FRANK J. ROEHRENBECK Jr., son of general manager of WMGM New York, last week won his wings as a Naval flyer.

Management

NEIL HESTER, former front page editor of *Raleigh* (N. C.) *News & Observer*, appointed manager of WNAO Raleigh, *News & Observer* station. He has been with *News & Observer* for 30 years. He succeeds **DUDLEY TICHENOR,** now commercial manager at WKBW Buffalo, N. Y. **GEORGE T. CASE,** WNAO program director, has been acting manager since Mr. Tichenor's resignation.

Mr. Hester

ROLAND LOOPER, commercial manager of WLBH Mattoon, Ill., since September 1946, resigns to become general manager of WHOW Clinton, Ill. He assumed his new duties March 1.

CARL D. SOREST, former executive editor of *World Press*, Washington, appointed assistant general manager and program director at WHOM New York. He had previously been with *New York Daily News* and Associated Press in Washington.

WALTER E. BENOIT, vice president, Westinghouse Radio Stations Inc., and Mrs. Benoit are in Havana where Mr. Benoit is conferring with U. S. and Cuba NARBA representatives.

HUGH B. TERRY, KLZ Denver vice president and general manager, named one of four Denver business leaders to head committee to explore possibilities of Denver Safety Council.

JAMES V. MELICK, for past two years executive assistant to **J. Kelly Smith,** CBS vice president in charge of station administration, named executive assistant to management for CBS Hollywood. He will work directly with CBS West Coast administration set up headed by **Howard Meighan,** CBS vice president and chief executive officer on West Coast. In addition he will be in charge of fiscal affairs in Hollywood. He has been with CBS for past 18 years.

Mr. Melick

JAMES M. LEGATE, general manager of WIOD Miami, recipient of distinguished service citation from National Conference of Christians and Jews. He was cited for his "steady support of community activities that benefit all groups, for his vigorous efforts toward international understanding and for long and loyal cooperation with the *Miami Round Table of the Air*."

DONALD W. THORNBURGH, president of WCAU Inc., Philadelphia, named chairman of public relations committee of 1950 Cancer Crusade, to be conducted in April by Philadelphia Division of the American Cancer Society.

WILLIAM R. TEDRICK, general manager KNEM Nevada, Mo., announces opening of station's new studios and offices in Fort Scott, Kan. **ROBERT MOREY,** KNEM sportscaster will be in charge of Fort Scott operations.

WALTER HAASE, station manager of WDRC Hartford, is author of article, "Talking on Tape," in magazine section of *Hartford Courant*, Feb. 26.

WALTER M. WINDSOR, general manager WGBA-AM-FM Columbus, Ga., is the father of a boy, Anthony Beck.

F. W. Geisler

F. W. GEISLER, 65, account executive at Ruthrauff & Ryan, Chicago, for 15 years until his retirement three years ago, died Feb. 21 in Chicago. Funeral was conducted Feb. 23. He entered advertising in 1911 and worked for N. W. Ayer & Son, Charles H. Fuller Co., Thomas F. Logan and Lord & Thomas.

5000 WATTS

KELO

NBC

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

WHETHER YOU'RE TESTING THE ACCEPTANCE OF A NEW PRODUCT
OR
INTERESTED IN INCREASING THE SALES OF AN ESTABLISHED ONE

55,000
SIOUX FALLS RESIDENTS
ARE READY, ABLE AND AVAILABLE

IN THE KELO PACKAGE

Plus THE WEALTH AND BUSINESS STABILITY OF THE NATION'S TOP FARM MARKET

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

U. S.-Cuba Pact

(Continued from page 23)

tested to the State Dept. against the proposal to grant Cuba rights on 1150 kc. He contended the service of WDEL Wilmington on that frequency would be seriously curtailed by the proposed operation.

On the recall of the NAB representative from Havana, NAB President Justin Miller issued a statement protesting the failure to give advance notice to all U. S. stations which would be affected by the proposed agreement.

He pointed out that stations involved in the proposals considered at Montreal last fall were advised of the arrangements being contemplated, and added:

"In the present instances, there is equal reason for notifying affected stations before negotiations have ripened into agreement. Accordingly NAB is, today, notifying all member stations whose frequencies are involved."

FCC Comr. Rosel H. Hyde, chairman of the U. S. NARBA delegation, was advised of Judge Miller's recall of Mr. McNaughten in a letter transmitted by the engineering director before he left Havana.

The terms tentatively agreed upon were submitted by the U. S. delegation as the maximum this country could sanction, and were given initial approval by a 5-2 vote of the Cuban industry advisory delegation, authorities reported. Subsequently, Cuban communications officials were reported to have signified "agreement in principle."

The Cubans, however, were understood to have reserved the right to make further demands if the full NARBA conference results in additional assignments to other signatory nations via any breakdown of U. S. clear channels or realignment of regional facilities.

Whether this might mean renegotiation of the U. S.-Cuban settlement in event of a pre-NARBA decision in the clear-channel case was not known. The Commission has indicated, however, that it is deliberately delaying its clear-channel decision until NARBA is an accomplished fact.

Increases in the limitations on at least seven other U. S. regionals were said to be under discussion, but it was pointed out none of these increases would amount to more than about 0.6 millivolts as compared to the last NARBA agreement. These seven reportedly were:

WDBO Orlando (580 kc); WSUN St. Petersburg (620 kc); WJAX Jacksonville (930 kc); WDSU New Orleans (1280 kc); WCSC Charleston, S. C. (1390 kc); WALA Mobile (1410 kc); and WCOA Pensacola (1370 kc).

N.Y. BASEBALL

Added Regional Coverage Set for Three Clubs

PLANS were being blueprinted on a number of fronts last week to further expand regional radio coverage of New York area's three major league baseball teams to a host of stations in various parts of the country, as the fancy of sports fans began to turn lightly to thoughts of baseball.

It was learned that negotiations are nearly set for a proposed New York Giants baseball network to include stations in New York, Pennsylvania, and through New England, and which would serve to augment the 35-station midwest baseball network.

Arrangements covering identity and number of stations comprising that hookup had not been completed, but it was revealed that the Giants and midwest network would have a maximum of from 50 to 60 outlets, to be linked for broadcasts of Giants or Chicago Cubs contests.

Liggett & Myers Tobacco Co. (Chesterfield cigarettes) reportedly is set to add the Giants network to its schedule of major league broadcasts. Cunningham & Walsh is the agency.

The new Giants network, while sponsored by Chesterfield, would, however, provide for local participating spots on stations throughout the network structure on a kind of co-op basis. As key to the network WMCA would feed a full schedule of all daytime games, including Sundays, to stations in the eastern zones, and additionally those on the midwest network.

Reports of similar plans on other fronts point up this activity. The Dodgers last week were reported to be interested in baseball network coverage similar to that of the Giants.

The world champion Yankees have been approached, too, but officials gave no inkling of any plans looking toward coverage adtional to that of its "Home of the Champions" network covering 12 stations.

ABC PROGRAMS

Two Below Cost Shows Offered

AMERICAN Broadcasting Co. is offering two network programs below production costs to advertising agencies in an attempt to build network time billings, BROADCASTING learned last week.

The two programs, *Blondie* and *Date With Judy*, were offered for $2,000 production price for each, for the first 13 weeks, $2,500 for the next 13 and $4,500 for the third 13-week cycle.

Both programs have been on ABC since Oct. 30, 1949, but before that they were CBS shows.

Network salesmen were understood to be explaining the unusually low production price on both programs to agency executives by saying "we're losing money on the show, but the sale of time would allow us to break even."

KLZ

DENVER'S No. 1 HOOPER STATION

. . . and getting better all the time

Latest Hooper reports* show KLZ Audience increases in every time bracket—the *only* Denver station to do so.

*Dec.-Jan., 1950 Hooper Share of Audience reports compared to Nov.-Dec., 1949

MORE THAN EVER

. . . Your Best Buy in the Rocky Mountain Market

KLZ

DENVER

5000 W CBS 560 KC

Represented by

THE KATZ AGENCY

National Hoopers Sold

(Continued from page 27)

possibly as early as September. Meanwhile, the telephone-based TV reports will be prepared by the Hooper organization under an operating contract with the Nielsen company, which now owns and will henceforth sell and service these ratings.

Smooth Transition

"Arrangements have been made with utmost care . . . to insure for all Hooper network customers a smooth and satisfactory transition to Nielsen network services," a joint release stated. Amplifying this statement on his Wednesday news conference, Mr. Hooper explained that in connection with the preparation of the City Hooperatings reports for more than 100 cities, Hooper interviewers will continue to collect the information on which the 36-city national network programs reports were based. During the first half of March these data will be compiled as usual, he said, so that any advertisers or agency subscriber to the Hooper network program service can get his March report just as if there had been no sale.

After March 15, Hooperatings for his own program and the direct competition will be made available, on order through the Nielsen organization, at "a reasonable charge" which he said would be lower than was formerly charged for the complete pocket piece. This arrangement can be terminated at any time by either Hooper or Nielsen, Mr. Hooper said, adding that it probably will be continued for those clients who want seven-day reporting service until such time as Nielsen introduces a more speedy delivery of the Nielsen pocket pieces, which now are issued six weeks after the measured period. But the overall rating service will henceforth be issued only by Nielsen from its audimeter records, he said.

COWBOYS ALL were these broadcasters who visited Tucson with their spouses following mid-February NAB board meeting at nearby Chandler and were greeted by Tucson Sunshine Climate Club. L to r: James D. Shouse, Avco-Crosley executive, being 10-gallon-hatted by Mrs. Shouse; Clair R. McCollough, Steinman Stations president, getting similar treatment from Mrs. Mc, and Glenn "Sunshine" Snyder, receiving orthodox protection from Old Sol via Mrs. Snyder.

Nielsen

(Continued from page 27)

that this is a private matter," he said.

In Mr. Nielsen's opinion, the "steady cancellations" of Hooper network accounts were due to the "big impetus" of television. Noting that the Hooper network service covered only the larger urban areas with telephone homes, he observed:

"This is only 20% of the country. Television has hit radio in urban telephone homes very hard. Radio is going to pieces in the areas formerly measured by the Hooper network services. But it is not going to pieces in 80% of the nation's homes. It was an utterly unrealistic measurement when the Hooper company a few months ago began ignoring TV homes in its network radio surveys. They have fooled a few people for a few months, but their steady cancellations have caught up with them."

$7 Million Investment

Mr. Nielsen pointed to an investment by his company of $7 million in the creation of NRI, "the largest investment ever made in the business of audience ratings." This amount included research on not only Audimeters but also on decoders which tabulate Audimeter records onto cards. He traced the history of the Nielsen Co's interest in audience measurement dating from 1936.

At the outset, three years were given over to laboratory work and subsequently four years in a pilot operation in 200 homes. During the war, "we took it on the chin" because of the shortage of researchers, but after V-J Day the company recruited a large research staff of electronic experts to develop the Audimeter of today.

The first actual installations of this exclusive Nielsen device were in 1942 in 800 homes in the eastern and central states covering an area comprising 25% of the country. In 1947 the service was expanded coast to coast with 1,100 homes spotted over 63% of the nation. By 1948 1,500 homes had blanketed 97%, or all but the mountain states.

Mr. Nielsen calls his service "not merely a rating facility but a compiler of analytical and diagnostic data as well." He says it measures turnover of audience and minute-by-minute audience curves. His company's inventory of "goods on the shelf" in Audimeter homes is a service augmenting the audience research.

Mr. Nielsen received a flood of wires Wednesday and Thursday from not only all branches of the broadcasting industry but from advertisers and agencies as well. A message from Samuel C. Gale, vice president in charge of advertising of General Mills, said:

Hope this will represent major forward step in evaluation of radio and television. The consolidation should minimize costly duplication and confusion and provide greater efficiency in development of improved audience measurements of network radio and network television. We are confident the A. C. Nielsen Co. is capably staffed and well qualified to meet the challenge of this expanded responsibility.

Stanton Comments

From Frank Stanton, president of CBS, came the "certainty that this step will be welcomed by advertisers, advertising agencies and the broadcasting industry because it will eliminate duplication and confusion and should result in a reduction in cost to all concerned."

Mr. Stanton continued:

I am sure you know how solidly the entire Columbia organization has supported and advocated the use of the Nielsen Radio Index over a period of years. This was based upon our independent analysis of the validity of your technique. I have also watched and followed your development with special personal interst because of the part I played in introducing the automatic recording device 15 years ago . . . Advertisers, agencies and the industry need badly the best possible measurement service at the lowest possible price because it is imperative that unit costs of advertising and distribution be reduced. I am glad to give you my vote of confidence and support.

Leonard T. Bush, vice president and secretary of Compton Advertising Inc., said:

We believe that the Audimeter method of measurement, when properly done, gives a truer picture of the actual facts than any other method yet devised, and that the material so gathered represents a more useful tool to all segments of the industry than was possible through previous measuring services. We hope that the industry will recognize this as a great step forward through the elimination of the confusion resulting from two different yardsticks, and we further hope and believe that the Nielsen organization with the support of the industry will be able to provide even better yardsticks at a lower cost to its subscribers.

NEW program series of Dixieland jazz has been announced by Thesaurus, RCA Victor's transcribed library service. Series, called *Old New Orleans*, features Jimmy Lytell and Delta Eight.

WORD
of
Spartanburg
takes pleasure in announcing
the appointment
of
George P. Hollingbery Company
as national representative

The Spartan Radiocasting Company
WORD and WDXY-FM

Walter J. Brown, *President*
J. W. Kirkpatrick, *Gen. Mgr.*

SPARTANBURG, S. C.

Hooper

(Continued from page 27)

1949-January 1950 average showed TV's share of the New York evening audience had grown to 44.7% with radio's share down to 55.3%. In the same time the weekday afternoon use of TV in New York grew from 9.6% of all broadcast reception to 22.5%—higher than TV's share of the evening audience a year before.

In Los Angeles, which he described as running about five months behind New York in TV reception, Mr. Hooper reported the average evening TV audience now accounting for 36.4% of all sets-in-use up from 10.5% 11 months earlier. The Los Angeles weekday afternoon TV audience has meanwhile grown from 2.8% to 14.3% of the city's total broadcast audience, he said.

"No good statistician would attempt to average New York and Los Angeles radio audiences with those of Portland or Denver, where there is no TV and radio listening gets 100% of the broadcast audience," he said. The fundamental assumption of the 36- network Hooperatings has been, he said, "that the conditions under which the measurement is taken remain relatively constant and that the change in size of the index or rank order of the 'rating' is, therefore, a valid indication of change of 'popularity.' That assumption is no longer valid."

Local Emphasis

With the single national index now "comparatively meaningless," the important thing for the national advertiser and his agency to watch is the analysis of individual markets and the variation between them, Mr. Hooper said. "Our new plan calls for interviewing in all cities to continue uninterrupted," he explained in a letter to all subscribers to his program Hooperatings.

"The real change is in packaging the information to shift the accent away from emphasis on information in one average index toward analytical reporting of differences between markets," he said.

Details of the new national "packaging" process have not been announced, but they may be expected to follow to some extent the plan proposed to subscribers to Pacific Hooperatings. This plan calls for local audience ratings on TV and radio reported 12 times a year (each report based on a two-month moving average) on Los Angeles, San Francisco-Oakland and the Northwest (Portland-Seattle-Spokane).

"The combined reporting of the three Northwest cities is valid currently because Portland and Spokane are without TV and in Seattle TV's audience is fractional," Mr. Hooper's letter explained.

The three reports will be issued in pocket piece form, with radio and TV audiences reported on three different bases: Random homes to furnish directly comparable ratings between radio and TV, "radio only" homes to compare radio with radio; TV homes to compare TV with TV. Chartbooks of radio-TV comparisons will be issued monthly for Los Angeles, San Francisco-Oakland and San Diego.

The new West Coast service will start with a February-March report, to be published April 20. It is being offered to Pacific Coast advertisers agencies and networks at the same price as the former Pacific Hooperatings.

Upcoming

March 10: Michigan Radio Conference, Michigan State College, East Lansing, Mich.
March 18: West Virginia Broadcasters Assn., Chancellor Hotel, Parkersburg, W. Va.
March 27-30: Canadian Assn. of Broadcasters annual meeting, Brock Hotel, Niagara Falls, Ont.
March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.

CBS SESSION

Coast Group Sees Good Business Year

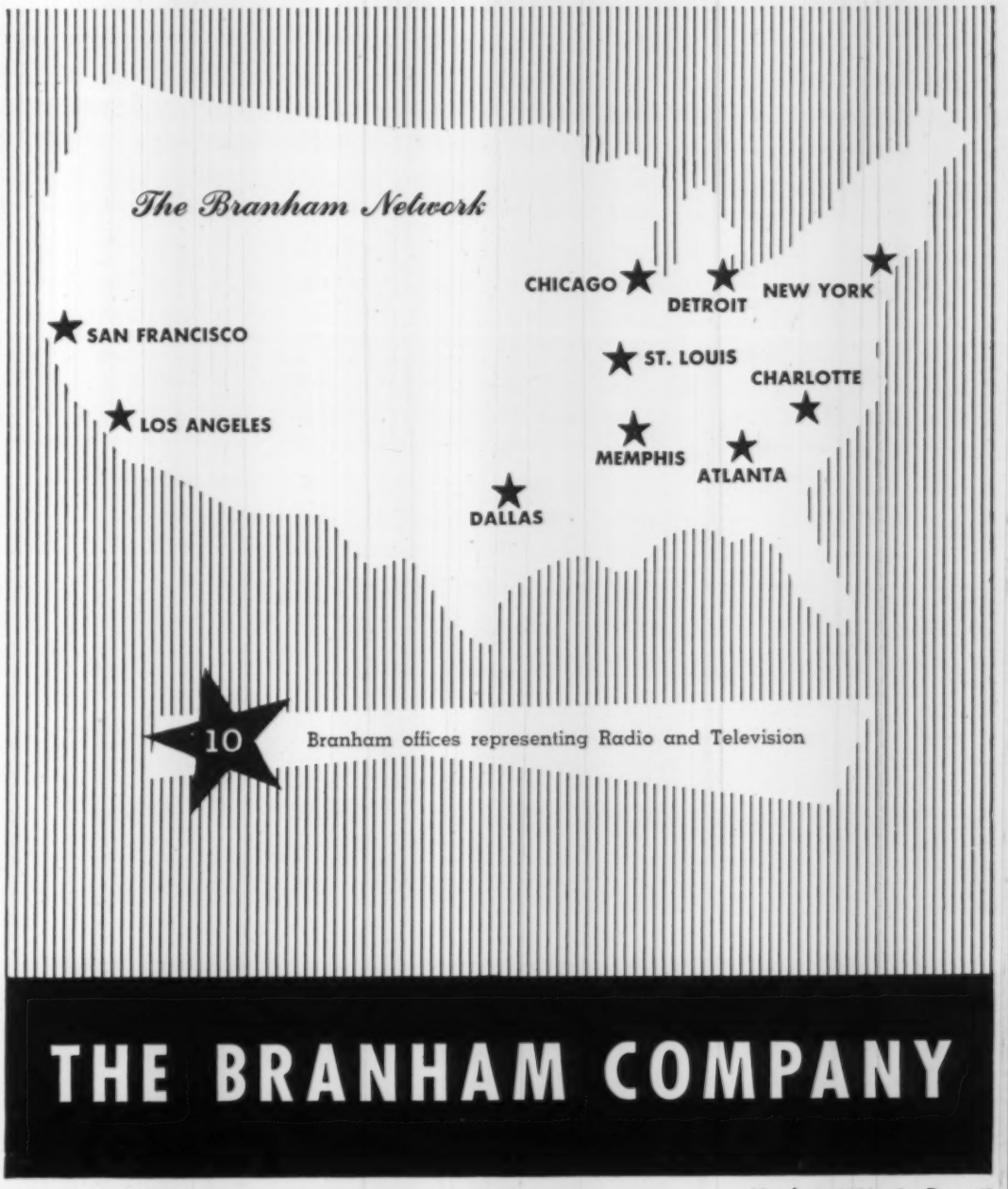
BUSINESS optimism keynoted the CBS 9th District affiliates meeting held Feb. 27 at the Beverly Hills Hotel, Beverly Hills, Calif. Some 35 station owners and managers attended.

In sales, programming and promotion, 1950 will be a "high year" for West Coast radio, they agreed. Attitude of those present was decidedly aggressive and hopeful, said Clyde Coombs, general manager of KROY Sacramento and director of CBS 9th District Affiliates Advisory Board.

Frank Stanton, CBS president and key guest speaker, at the open session told attending affiliate broadcasters of "things to come" during 1950.

Attending the meeting were:

Norman R. Loose, KAVE Carlsbad, N. M.; Frank Reardon, KBOW Butte, Mont.; Roland Vaile, KCMJ Palm Springs, Calif.; Westerman Whillock, KDSH Boise, Ida.; Walter Baziuk, KERN Bakersfield, Calif.; J. P. Wilkins, KFBB Great Falls, Mont.; Paul R. Bartlett, KFRE Fresno, Calif.; Mrs. Edith Smith, KGDM Stockton, Calif.; A. R. Hebenstreit, K G G M Albuquerque, N. M.; J. Howard Worrall, KGMB Honolulu; A. J. Mosby, KGVO Missoula, Mont.; R. Lee Black, KIMA Yakima, Wash.; Loren B. Stone, KIRO Seattle; Hugh B. Terry, KLZ Denver; William W. Phraener, KLAS Las Vegas, Nev.; H. G. Wells, KOLO Reno, Nev.; Harry H. Buckendahl, KOIN Portland, Ore.; Cecil L. Trigg, KOSA Odessa, Tex.; Charles H. Garland, KOOL Phoenix; Val Lawrence, KROD El Paso, Tex.; Charles E. Salik, KCBQ San Diego; C. R. Evans, KSL Salt Lake City; Carl Dunbar, KSIL Silver City, N. M.; Roscoe A. Grover, KSUB Cedar City, Utah; Paul Merrill, KCKY Coolidge, Ariz.; E. S. Mittendorf, KOPO Tucson; Everett Shupe, KVOR Colorado Springs; Ivan Head, KVSF Santa Fe; Ed Craney, KXLY Spokane; Lincoln Dellar, KXOC Chico, Calif., and William Conine, Manila, P. I.



First in Dollar Value in NASHVILLE Because WKDA Delivers the Audience

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

WKDA
NASHVILLE, TENN.
MUSIC • SPORTS • NEWS

January Business

(Continued from page 24)

higher than the $62,265,105 gross CBS time sales for 1948, making CBS the only network whose 1949 time sales exceeded those of the year before.

ABC ranked third in 1949 with gross time sales of $42,342,854, a drop of 4.4% from the ABC gross of $44,304,245 during 1948. MBS had gross time sales of $18,040,596 in 1949, down 20.6% from its time sale gross of $22,728,802 in 1948.

For the month of December, the combined network gross time sales totaled $16,408,884, a decrease of 8.6% from the December 1948 gross of $17,950,632. CBS had top gross billings for the month, topping second-place NBC by $143,296, with ABC third and MBS fourth. December gross time sales of each network were lower than those of that network for December 1948. (See Table I for gross billings of all networks for December and the full year of 1949 compared with the same month and full year of 1948.)

Combined network total of $187,800,329 was 5.6% below the 1948 network gross time sales of $198,995,742.

* * *

TABLE IV

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN DECEMBER 1949 AND FOR JAN.-DEC. 1949

	Dec. 1949		Jan.-Dec. 1949	
Agriculture & Farming	Allis Chalmers	$41,378	Allis Chalmers	$439,264
Apparel, Footwear & Access.	Frank H. Lee Co.	43,425	Brown Shoe Co.	442,198
Automotive, Automotive Acces. & Equip.	Electric Autolite Co.	93,600	Electric Autolite Co.	814,365
Aviation, Aviation Access. & Equip.	.....		.....	
Beer, Wine & Liquor	Pabst Sales Co.	75,915	Pabst Sales Co.	766,092
Bldg. Materials, Equip. & Fixtures	Johns-Manville	103,290	Johns-Manville	1,211,695
Confectionery & Soft Drinks	Coca Cola Co.	176,766	Coca Cola Co.	1,549,742
Consumer Services	Electric Cos. Adv. Program	67,566	Amer. Tel. & Tel.	845,556
Drugs & Remedies	Sterling Drug Co.	579,284	Miles Labs Inc.	6,650,431
Entertainment & Amusements	Paramount Pict. Co.	2,904	Shipstad & Johnston	5,340
Food	General Foods Corp.	732,409	General Foods Corp	7,613,546
Gasoline, Oil & other Lubricants	Sun Oil Co.	88,832	Sun Oil Co.	1,049,984
Horticulture	.....		Ferry Morse Seed Co.	97,642
Household Equip. & Supplies	Philco Corp.	136,412	General Electric Co.	1,624,324
Household Furnishings	Armstrong Cork Co.	43,276	Armstrong Cork Co.	455,638
Industrial Materials	U. S. Steel	107,970	U. S. Steel	1,452,089
Insurance	Prudential Co.	116,930	Prudential Co.	1,378,695
Jewelry, Optical Goods & Cameras	Bruner-Ritter	62,736	Longines-Wittnauer	985,248
Office Equip., Writing Supplies & Stationery	Hall Bros.	84,135	Eversharp Inc.	764,166
Political	.....		.....	
Publishing & Media	Christian Science Monitor	25,008	Christian Science Monitor	324,448
Radios, TV Sets, Phonographs, Musical Insts. & Access.	Int'l Tel. & Tel.	11,112	Philco Corp.	372,054
Retail Stores	Dr. Hiss Shoes	2,160	First Nat'l Stores	38,472
Smoking Materials	American Tob. Co.	551,477	Liggett & Myers Co.	5,228,772
Soaps, Polishes & Cleansers	Procter & Gamble	999,216	Procter & Gamble	11,042,947
Sporting Goods & Toys	Wilson Co.	27,807	Wilson Co.	90,581
Toiletries & Toilet Goods	Procter & Gamble	407,725	Lever Bros. Co.	4,503,899
Transportation, Travel & Resorts	Assn. American Railroads	66,036	Assn. American Railroads	990,961
Miscellaneous	Lutheran Church, Mo. Synod	71,487	Lutheran Church, Mo. Synod	534,074

Networks' Reactions

(Continued from page 27)

by Oscar R. Katz, director of research:

The absorption by Nielsen of Hooper's national AM and TV services will do more than eliminate costly duplication. Such a step, by reducing the confusion stemming from quarrels on points of methodology, should result in increased industry acceptance of rating research.

As Nielsen's first network subscriber, CBS has had many years of close contact with the Nielsen company. We are confident that the Nielsen organization will continue to improve its service, so that the industry might have the benefit of the best possible rating service at the lowest possible cost.

Niles Trammell, NBC board chairman, wrote to Mr. Nielsen:

Congratulations on your purchase of the Hooper national services. I am confident under your leadership you will give to the broadcasting industry and to the advertisers the radio measurement service that will be beneficial to all concerned. Now that you have a clear field I am confident that the broadcasting industry will benefit from the elimination of wasteful duplication and be the recipient of the many improvements in NRI which have been discussed from time to time. Best wishes.

RICHARDS HEARING

FCC Refuses Postponement

AN FCC hearing examiner refused last week to grant a motion for a six-week postponement of the hearing scheduled to start in Los Angeles next Monday (March 13) on the news policies of G. A. (Dick) Richards, owner of KMPC Los Angeles, WJR Detroit, and WGAR Cleveland.

In his ruling, however, Examiner J. Fred Johnson Jr., who is slated to preside, left the way open for a recess of the proceeding after the Commission has completed presentation of its case in the KMPC phase of the hearing.

The ruling came in a pre-hearing conference of FCC counsel and attorneys for Mr. Richards last Wednesday, after the Commission denied a Richards bid for a bill of particulars spelling out the charges against him [BROADCASTING, Feb. 27].

Hugh Fulton, of New York and Washington, Mr. Richards' newly appointed trial counsel, protested FCC'c refusal to divulge the documents it intends to rely upon, and claimed he needed at least six weeks to prepare for the hearing.

FIRST celebrity to salute WEAM Arlington, Va., as new MBS affiliate, was Kate Smith, who is a native of Arlington.

WQQW

(Continued from page 26)

and "less than 0" benefits from sales activities.

Labor relations benefits, he said, were "excellent" and legal benefits "miniscule," but added that these services could be obtained from WQQW's own counsel.

As to Broadcast Advertising Bureau, he said, "Your sales organization, BAB, sends us a lot of material promoting BAB, but the one specific time when we asked for help with a problem our query was brushed off by a functionary.'

Mr. Rogers concluded, "We regret to observe NAB rapidly moving toward becoming the NABE—The National Assn. of Big Broadcasters. Certainly there is room and a need in the United States for a trade organization in the broadcasting industry that treats all of its members on a democratic basis.

"If NAB revises its thinking along these lines, WQQW would be the first station to reapply for membership. Otherwise, we can only hope that some other group will be formed."

Murine on Don Lee

MURINE Co. Inc., Chicago (eye lotion), March 7 starts five-week sponsorship of *Breakfast Gang* on full Don Lee network (45 stations) Tuesdays through Saturdays (7:15-7:30 a.m. PST) for 13 weeks. Agency is BBDO, Chicago.

RUSH

Preparing copy —auditioning dry runs for TV—split second timing—all along the line it's RUSH RUSH RUSH Build up energy push and go for the RUSH with KEVETTS the candy like tablet that as a food supplement supplies energy to help put *you* over the top.

At your food dealer or drug store

or write to
Kevo and Kevetts E-1
Azusa, California

NAB Election

(Continued from page 26)

the job to the secretary-treasurer as an economy device.

New directors will assume their duties at a special meeting to be held during the convention. Main announced purpose of this meeting is to ratify the selection of an NAB general manager to serve under President Justin Miller, relieving him of administrative duties. A special board committee is to study candidates for the general manager's post.

Running against Mr. Fay in District 2 was Gunnar Wiig, WHEC Rochester. In District 4 Mr. Essex won over E. J. Gluck, WSOC Charlotte, N. C., and Ray P. Jordan, WDBJ Roanoke, Va. Mr. Bitner was the only candidate running against Mr. Higgins in District 8. J. P. Wilkins, KFBB Great Falls, Mont., ran against Mr. Grove in District 14.

In the large station category, Messrs. Shouse and Ryan won over Paul W. Morency, WTIC Hartford; John F. Patt, WGAR Cleveland; Victor A. Sholis, WHAS Louisville, and Lloyd E. Yoder, KOA Denver.

Medium Group Nominees

Nominees in the medium station group running against Messrs. Willard and Esau were Mr. Brown; H. Quenton Cox, KGW Portland, Ore.; Rex Howell, KFXJ Grand Junction, Col.; Leonard Kapner, WCAE Pittsburgh; James H. Moore, WSLS Roanoke, Va.; J. Arch Morton, KJR Seattle; Robert Tincher, WNAX Yankton, S. D.; O. F. Uridge, WQAM Miami; F. Van Konynenburg, WTCN Minneapolis.

In the small station group candidates who ran against Messrs. McDonald and Kobak were Burton Bishop, KTEM Temple, Tex.; Edward Breen, KVFD Fort Dodge, Iowa; Simon Goldman, WJTN Jamestown, N. Y.; M. L. Greenebaum, WSAM Saginaw, Mich.; Hugh M. P. Higgins, WMOA Marietta, Ohio; Harry McTigue, WINN Louisville; Marshall Pengra, WATO Oak Ridge, Tenn.; Merrill Lindsay, WSOY Decatur, Ill.; Frank Logan, KBND Bend, Ore.; R. T. Mason, WMRN Marion, Ohio.

FM candidates who ran against Messrs. Fletcher, Strouse and Lawrence were Leonard Asch WBCA (FM) Schenectady; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Willard D. Egolf, WBCC-FM Bethesda, Md.; Gerald S. Harrison, WMAS-FM Springfield, Mass.; E. Z. Jones, WBBB-FM Burlington, N. C.; Martin L. Leich, WMLL (FM) Evansville, Ind.

Messrs. Swezey and Thomas were unopposed for the two TV directorates, with Mr. Swezey elected to a two-year term and Mr. Thomas to a one-year term.

Votes received by winning candidates for directorships, with percentage of members voting in each group and number of ballots returned, follow:

District 2—William A. Fay, WHAM Rochester, received 51 votes of 85 cast and 113 ballots mailed; 75.2% of members voted.

District 4—Harold Essex, WSJS Winston-Salem, N. C., received 89 votes of 166 cast and 206 ballots mailed; 60.8% of members voted.

District 6 — Harold Wheelahan, WSMB New Orleans, unopposed, received 79 votes of 130 ballot mailed; 80.8% of members voted.

District 8—George J. Higgins, WISH Indianapolis, received 27 votes of 48 cast and 74 ballots mailed; 64.8% of members voted.

District 10—William B. Quarton, WMT Cedar Rapids, Iowa, unopposed and re-elected, received 68 votes of 104 ballots mailed; 65.4% of members voted.

District 12 — Jack Todd, KAKE Wichita, Kan., unopposed, received 40 votes of 57 ballots mailed; 70.2% of members voted.

District 14 — William C. Grove, KFBC Cheyenne, Wyo., received 33 votes of 57 cast and 70 ballots mailed; 81.4% of members voted.

District 16—Calvin J. Smith, KFAC Los Angeles, unopposed and re-elected, received 39 votes of 53 ballots mailed; 73.6% of members voted.

Large Stations—James D. Shouse, WLW Cincinnati, re-elected, received 30 votes, two-year term; William B. Ryan, KFI Los Angeles, received 22 votes, one-year term; 78 ballots mailed, 60 returned, 77% of members voted.

Medium Stations—A. D. Willard Jr., WGAC Augusta, Ga., received 129 votes, two-year term; John Esau, KTUL Tulsa, Okla., received 88 votes, one-year term; 550 ballots mailed, 373 returned, 66.8% of members voted.

Small Stations — Patt McDonald, WHHM Memphis, received 160 votes, two-year term; Edgar Kobak, WTWA Thomson, Ga., received 85 votes, one-year term; 504 ballots mailed, 372 returned, 73.8% of members voted.

FM Stations—Frank U. Fletcher, WARL-FM Arlington, Va., re-elected, received 93 votes, two-year term; tied for one-year term with 89 votes each, Craig Lawrence, WCOP-FM Boston, and Ben Strouse, WWDC-FM Washington; 502 ballots mailed, 324 returned, 64.5% of members voted.

TV Stations—Robert D. Swezey, WDSU-TV New Orleans, re-elected, received 32 votes, two-year term; Eugene S. Thomas, WOIC (TV) Washington, re-elected, received 26 votes, one-year term; 38 ballots mailed, 32 returned, 84.2% of members voted.

TED MacMURRAY

Is Pacific's Sales Head

TED MacMURRAY, formerly manager of Radio Features Inc., has been named sales manager for the newly-organized Pacific Regional Network by Cliff Gill, general manager, KFMV (FM) Hollywood and head of the new network [BROADCASTING, Feb. 27]. Coincident with the appointment, Mr. Gill announced that five additional stations had requested affiliation with the network, bringing the total to 16.

No date is yet available as to when the network will start operations. The chain will be fed by KFMV, 58 kw FM station.

FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 366 Madison Avenue, New York Murray Hill 2-8755

"Peaches," said the Musical Clock...

● In 1948 three carloads of Colorado peaches consigned to *ME TOO Supermarkets* were delayed en route to Cedar Rapids; the fruit arrived ripe. It had to be sold in one day.

● It was — by noon.

● Announcements on a single WMT program — the Morning Musical Clock — did it.

● The story of ME TOO, a regular WMT advertiser since the first store opened in 1937, is told in *Lightning That Talks*, the All-Radio documentary film which depicts radio's impact on the U.S.A. The peach sale is no fluke; ME TOO's daily radio specials sell from 1,000 to 5,000 units. Last May 8,400 sales resulted from a three-for-a-dime soap offer; last November Jello-O at 5c brought 5,700 sales. No attempt is ever made to trade on the established worth of ME TOO specials by trying to slip over a mediocre buy. Each special is an outstanding value. The ME TOO marketing philosophy is simple: buying and selling food at the right prices—plus smart radio.

In Eastern Iowa smart radio means WMT. Ask the Katz man for full details.

Now in our 27th year

WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

FCC Model Bill

(Continued from page 25)

shall advise or consult with the Commission with respect to decisions by it after formal hearing in any adjudication within the meaning of . . . the Administrative Procedure Act."

They felt the Commission should be permitted to consult such staff members on questions relating to "whether applications, complaints, petitions or other matters should be designated for hearing, the issues to be considered at such a hearing, requests for changes in hearing issues, petitions for reconsideration and grant without hearing, and similar matters not involving decisions on the merits of the hearing record."

The majority contended that the position taken by Comr. Jones advocating a ban on "behind-the-door staff assistance" is tantamount to a charge that Commissioners "are incapable of carrying out their oaths of office and of fairly administering the duties assigned to them." Such a charge, they said, "is a canard upon both the members of the Commission and its staff which has no basis in fact."

Staff Advice Public

To this Comr. Jones replied that in contested cases he merely wanted the Commissioners to "act like judges," and that under his proposal the Commission could get all the staff advice it wants so long as it gets it publicly, on the record, where it can be subject to cross-examination or challenge by the applicants involved.

At present, he said, the Commission operates "almost exclusively by what some term 'completed staff action'," and "there is a tendency to delegate more and more of the Commission's discretionary work to the staff so that in the end the discretion exercised by the Commission is more of form than of substance."

There was no claim by the majority or Comr. Jones that the principle of non-consultation should apply in rule-making or quasi-legislative proceedings.

But under the procedures advocated by Comr. Jones and provided in the McFarland Bill for adjudication cases, the majority held, the Commissioners would be "cut off from any substantial assistance by members of their staff, even where such staff members might have no functions whatsoever of a prosecutory or investigative nature in respect to such proceedings."

Chairman Coy's letter said:

The majority of the Commission believe . . . that the principle espoused in the McFarland Bill and in Commissioner Jones' separate views is fraught with inherent fallacy and is at variance with the basic purpose underlying the establishment of administrative agencies. The nature of the functions, powers, duties and responsibilities of an administrative agency are such that it is completely unrealistic to analogize the role of a commissioner to that of a judge. . . . Indeed, the courts themselves have consistently recognized the fundamental differences. . . .

It is obvious, moreover, that the fields of radio and wire regulations committed to the care of the FCC are highly technical in nature, involving substantial engineering, legal and accounting problems. The entire theory establishing an administrative agency dealing with these problems is that they can properly be disposed of only by bringing to bear the expert knowledge of a large number of persons experienced in the various fields subject to the Commission's jurisdiction and skilled in the handling of the problems coming to the Commission's attention.

No one or seven Commissioners, with or without the aid of a professional assistant, can hope to achieve such knowledge, experience or special skill in all the aspects of radio and wire regulations subject to the Commission's jurisdiction. To cut the Commission off from all of its expert staff by denying the Commission the right to consult with its staff could only result in uninformed judgments based on insufficient knowledge of the complex factors which should determine any of the decisions in this field.

No Reason Cited

The majority's "principal objection to complete isolation of the Commission from its staff as proposed in the McFarland Bill," Chairman Coy's letter said, "stems from the complete lack of any demonstrated necessity for any such action."

"Both in its rules and regulations and in the proposal submitted herewith," the letter said, "the Commission has gone beyond the terms of the Administrative Procedure Act to extend to initial licensing cases the separation of the Commission's quasi-judicial activities from its prosecutory and investigatory activities.

"But when this separation of functions is achieved there would appear to be no reason whatsoever for taking further steps to cut off the Commission from the members of its staff who are not engaged in prosecutory or investigatory activities."

The letter continued:

It cannot be seriously contended that members of the staff having no function of advocacy in contested proceedings would be inclined to color their recommendations or advice or that they would necessarily be predisposed to an unobjective approach to the problems of public interest which concern the Commission. It must be assumed that the evil which it is believed might ensue . . . is that the commissioners cannot be trusted to make their own independent judgment on the matters concerning which they would receive advice and assistance . . .

In protesting against a proposal in which such an assertion is implicit we are refusing to concede that our judgments would be any less the product of our own thinking and conscience merely because we would receive the expert advice and assistance of individuals employed by us.

In the light of the position taken by Comr. Jones in the statement and supplemental statement of his views, we believe this point needs more emphasis. To the extent that those views suggest that staff members who have had no connection with the investigative or prosecutory aspects of adjudicatory proceedings may be able to influence the Commission by means of colored or biased views, we believe that they do not present a fair picture of the manner in which the Commission exercises its function of making decisions.

Special Staff Operating

On the McFarland Bill's proposal to create a special staff to aid in consideration of intermediate reports and preparation of final decisions, the majority noted that FCC has set up a similar staff and that originally the Commission had approved the McFarland plan. Withdrawing this approval, the majority said:

Experience with the Commission's present review section . . . convinces us that any such narrow limitations on functions and personnel of the staff with which the Commission might consult would be unfortunate.

It would seem particularly unfortunate if the Commission were to be deprived of the opportunity to consult with the general counsel, the chief engineer or the chief accountant and their principal assistants who, under the plan contemplated by both the McFarland Bill and the Commission's redraft thereof, as well as by plans of staff reorganization now being developed in the Commission, would be disassociated from the prosecutory and investigatory activities of the functional bureaus.

The fact that these members of the staff might have other duties such as the participation in rule-making, international conferences and litigation, or the making of recommendations to the Commission on proposed legislation, would appear to be additional reasons why they should not be prevented from being available for consultation with the Commission. For it is the sum total of their knowledge, experience and expertise in exercising these duties which render them most useful to the Commission in the making of decisions in contested cases.

Opposing the majority's stand, Comr. Jones asserted that "the basic change made by the McFarland Bill would be to require the Commissioners to act like judges." He said it "does not deprive [them] of the assistance of the staff but does require them to exercise their quasi-judicial functions personally."

He contended the selection of licensees is a function that deserves "more judicial treatment than even civil cases that are tried before a judge." He saw "no reason why administrative tribunals when they are sitting in quasi-judicial proceedings cannot act with the same dignity and make up their own minds in the same way as do judges in their courts of law."

Courts Decide Problems

The Circuit Courts of Appeal and the Supreme Court, he pointed out, "frequently decide complicated and technical questions involving all the administrative agencies without the aid of *ex parte* advice from the experts. The theory that is followed is that the litigants will, in their briefs and argument, supply the courts with the technical information which is needed . . ."

He emphasized that he was not referring to rule-making and other quasi-legislative proceedings, where "a more flexible procedure, including extensive *ex parte* consultation with experts, is often desirable."

Referring to the McFarland Bill's provision with respect to Commis-

Mr. Mooney (right) interviews Maj. Wright (center) and Lt. Rodney J. Collins, flight instructor.

LEOPARD HUNT

KTOK Records Air Chase

OKLAHOMA CITY's wild chase for the leopard who escaped his zoo cage last week found local stations on the job telling the dramatic story to listeners. As a feature of its animal-hunt coverage, KTOK wire recorded the chase from an Air Force helicopter.

As the Air Force would not permit a civilian to ride in a service plane, the aid of Maj. Louis W. Wright, public relations officer at Tinker Air Force Base, was obtained. The major sat in the plane with the wire recorder on his lap because of space limitations.

Dow Mooney, of KTOK's news staff, took notes from Major Wright upon the plane's landing to fill out the station's reported leopard-hunt "scoop" via birdseye coverage. The leopard was returned to his cage Wednesday morning after devouring an 8 lb. piece of bait meat dosed heavily with dope.

PROGRAMS-PICTURE ALBUMS

PRINTED PROMOTION-SPECIAL FEATURES

IF YOUR TV-AM-FM STATION NEEDS PROMOTIONAL IDEAS SOLD TO PRODUCE CASH REVENUE OF FROM $200-$1,000 PER WEEK AS WE HAVE DONE FOR OVER 300 STATIONS FROM COAST TO COAST DURING THE PAST 12 YEARS—

Wire, call, or write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

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100 Walnut Street

Peoria, Illinois

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sion-staff consultation, Comr. Jones said:

. . . The only limitation is that [the staff] gets its licks in in open court rather than behind the backs of the opposing parties in the private chambers of the Commission while the decision is being rendered . . .

Where I separate from the majority is in my feeling that the staff, whether it be the functional staff or the non-functional staff, should present recommendations in open court so that the adversary parties, whose economic stake in the proceedings is of the highest order, may have an opportunity to answer contentions made by any part of the staff. There is no reason why all expert advice cannot be given in open court . . .

. . . I do not believe that behind-the-door consultation with the staff is necessary in order for the Commission to receive substantial assistance. I believe that administrative agencies in adjudicatory proceedings can operate in accordance with the normal standards of Anglo-American jurisprudence which require open and public proceedings based on open and public records. I cannot believe that administrative agencies must violate these standards of justice in adjudicatory proceedings in order to perform their duties.

Comr. Jones pointed out that FCC has put the non-consultation principle into effect where its hearing examiners are concerned.

"I can see no reason," he said, "why the examiners who have to make exactly the same kind of quasi-judicial decisions as the Commissioners are required to make should be able to fully perform their functions without behind-the-door staff assistance while the Commissioners should, under exactly the same procedure, be unable to carry out their duties."

His statement added:

There is another aspect of staff participation in the decisional process which should not be overlooked. The Commission operates almost exclusively by what some term "completed staff action." The staff, before it comes to the Commission for instruction, performs all the functions of the Commissioners themselves.

It weighs the evidence, decides which witnesses to believe, evaluates the relative importance of the issues or the substance of the issues. This all culminates in written or oral recommendations which the Commission as a whole or individual Commissioners may accept or reject.

To state the problem in another way, in view of the heavy workload of the Commission there is a tendency to delegate more and more of the Commission's discretionary work to the staff . . . This situation must be viewed in the background of the fact that the area of the Commission's discretion is limited almost exclusively by a number of precedents—many of which reach diametrically opposite results on seemingly parallel facts.

By operating with staff comments and recommendations, the Commission is subjected to precedents that the staff is emphasizing at the moment of the decision rather than those precedents cited at a time when other counsel in a case would have an opportunity to move, plead, or argue. Commission decisions are supposed to be the personal decisions of the Commissioners, based upon the record and arguments publicly made and pleadings or motions publicly filed. Otherwise the U. S. Senate is not confirming enough employes of the Commission.

Comr. Jones said he did not consider it satisfactory to say that the Administrative Procedure Act does not require complete exclusion of quasi-legislative procedures in contested cases.

"The Administrative Procedure Act as I understand it," he said, "draws the low-water mark of standards of fairness and decency applicable to all agencies, no matter what the type of proceedings before them. This low-water mark does not, in my opinion, supply a proper procedure for adjudicatory proceedings such as come before the FCC."

Two Statements

Comr. Jones' views were presented in two statements—one prepared for the Commission's consideration when studying the subject in his absence; the other written to amplify his position after studying his colleagues' stand.

Only one other Commissioner took exception to a majority recommendation—Comr. Hennock dissented from the proposal to enact a firm requirement that FCC reorganize its staff along functional lines. Experience with a functional organization, she felt, might lead to the conclusion that the present or some other type of organization is better.

Comr. Sterling was reported as having joined the majority on two points of earlier difference. Upon reconsideration, the report showed, he concurred in majority proposals to (1) retain the present law's provision giving FCC discretion to divide itself into panels, and (2) drop the McFarland Bill's plan of requiring FCC to renew a license upon a finding that public interest would be served (rather than the existing requirement that renewals be based on the same considerations that apply to original grants).

On the latter point, the majority also revised its earlier position. Comr. Sterling had felt the McFarland plan "would provide an adequate safeguard against any claim of a property right in radio facilities." The majority had thought it would provide an adequate safeguard against the fear that a newcomer, on the basis of untested promises, might win the facilities of an existing station which had a demonstrated record of service.

On its deletion of the McFarland Bill's requirement that FCC act on hearing cases within six months and non-hearing cases within three, the majority said:

. . . Enactment of fixed periods of time within which action is supposed to be taken by the Commission does not make such action possible within such periods, and any requirement that the Commission make reports to Congress every time a goal is not met with respect to any particular case would only result in further delay.

FCC also would delete a McFarland Bill provision requiring FCC, before setting an application down for hearing, to notify the applicant and give him a pre-hearing opportunity to answer whatever objections the Commission might have raised.

Nor was FCC satisfied with the McFarland Bill's requirement that transfer applications be approved if the transferee meets the minimum requirements of an applicant.

The majority, which opposed this provision from the outset, claimed it "would cast grave doubts upon the right of the Commission to prevent trafficking in broadcast licenses" or other violations.

The FCC bill also would leave intact the present law's provision, deleted by the McFarland Bill, permitting FCC to revoke licenses of persons found guilty of violating anti-trust laws in the radio field. FCC's opposition to removal of this section of the existing law figured in a heated debate in Senate hearings on the McFarland Bill.

The question of providing additional administrative sanctions to the Commission—the power to suspend licenses, issue cease-and-desist orders, etc.—was not touched in the Commission's comments. The majority felt the subject was treated "in a more comprehensive manner" in the pending Sadowski Bill, upon which the Commission had previously offered its views.

The majority said that "with certain exceptions" its bill's provisions with respect to appeals are identical with those in the McFarland measure. One exception is deletion of the McFarland Bill's requirement that, when the courts have set aside an FCC decision, FCC shall give effect to the court ruling without further hearings unless otherwise ordered by the court.

HARDY NAMED

Heads NAB Govt. Relations

RALPH W. HARDY, director of the recently eradicated Radio Division of NAB, has been named director of the Dept. of Government Relations, NAB President Justin Miller announced Thursday.

Mr. Hardy

The action is the first staff change since the NAB board meeting last month in Arizona, revamped its 1949 structural setup. Radio and TV Divisions were created last summer by the board with Mr. Hardy heading the former and G. Emerson Markham, formerly of WGY Schenectady, heading the TV unit. The divisions were inserted in the structure between the departments and the president.

As reorganized, the TV Division is on the same level as the departments. Division directors were hired at $17,500 a year. NAB is engaged in drawing up details of a new $796,000 budget.

A number of changes are pending in the NAB headquarters operation. A special board committee is considering candidates for the new post of general manager, who will handle administrative work and report to President Miller. The general manager must be ratified by the board, an action slated during the Chicago convention in mid-April.

Donald S. Farver, NAB auditor for several years, has accepted a position as business manager of the American Forestry Assn. and has submitted his resignation.

Appointment of a field director in the office of general manager was directed by the board last month. He will concentrate on new memberships.

Mr. Hardy, who came to NAB last September from KSL Salt Lake City, succeeds Forney A. Rankin as government relations director. Mr. Rankin resigned in February to return to the State Dept.

1950 **March 6** 1950

Call Frazier & Peter re: Increasing Our Revenue

Television & Radio Management Consultants
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WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.

WSAP — MUTUAL NETWORK AFFILIATES — SERVING PORTSMOUTH NORFOLK NEWPORT NEWS — 1490 KILOCYCLES

WSAP-FM — 97.7 MEGACYCLES ON CHANNEL 249

B. Walter Huffington, General Manager Ask Ra-Tel!

NAB Meet Agenda

(Continued from page 25)

er, is handling detailed arrangements with the Stevens Hotel.

The hotel, with 2,675-room capacity, has reserved 1,400 sleeping rooms, 60 suites and 100 display rooms as well as the basement of Exposition Hall for NAB's use. Reservation forms have been mailed to member stations and associates, with the hotel holding its block of rooms until April 1. Mr. Arney has asked members desiring space at the Stevens to make early reservations.

Broadcast Music Inc., headed by President Carl Haverlin, is making plans for a 10th anniversary celebration. BMI will use increased space in Exposition Hall and plans a special entertainment program at the annual banquet.

Registration for the Management Conference will be $30. Engineering Conference fee is $17.50, with a $5 fee for the Sunday Independent's Day meeting. No fees will be charged for the FM and foreign language sessions the morning of April 17.

Under present plans, Management Conference meetings will be held in the Eighth St. Theatre, connected to the second floor ballroom by a ramp. Engineering sessions will be held in the north ballroom on the third floor.

Basic themes of the Monday management meetings will be the responsibility of broadcasters in world affairs, industry and advertising. After the business session Tuesday morning, the topics will be responsibility in government, world economics, agriculture and duty to coming generations.

A new feature this year, authorized by the board at its February meeting, will be appearance of some of the Voice of Democracy contest winners during the three years the contest has been in operation.

The Wednesday morning television program is being arranged by G. Emerson Markham, director of the NAB TV Division, working with Robert D. Swezey, WDSU-TV New Orleans, and Eugene S. Thomas, WOIC (TV) Washington, the two board members for television.

This program, it is understood, will interest both TV and non-TV station operators. Industry leaders will take part and down-to-earth discussions are planned. TV receiving and transmitting equipment will be demonstrated.

The annual equipment exhibit will occupy over 25,000 feet in the Stevens Exposition Hall, under the lobby. The hotel is cutting a special entrance through the service building wall so exhibitors can back up 34-foot trailers into the basement, avoiding costly unloading and reloading in Chicago. This entrance is being provided at NAB's request.

Exhibits Open April 12

In charge of exhibit arrangements, as in past years, is Arthur C. Stringer, NAB director of special services. Exhibits in the basement are to open April 12. Convention registration takes place in the basement.

Light equipment as well as transcription and program services will be displayed on the fifth floor, which is called the "Magic Fifth Floor." Station managers are being urged by NAB to bring program directors and sales managers.

Exhibits will run for seven days —Wednesday April 12 through Tuesday, April 18—and exhibit rooms can be occupied to 3 p.m. Wednesday. Exhibitors will be billed for nine days.

Exhibitors in the Exposition Hall will be:

Andrew Corp., Broadcast Advertising Bureau, Broadcast Music Inc., Collins Radio Co., Daven Co., Allen B. DuMont Labs., Federal Telecommunication Labs., Gates Radio Co., General Electric Co., General Precision Lab., and RCA.

Light equipment and other exhibitors on the fifth floor will be:

Altec Lansing Corp., Amperex Electronic Corp., Ampex Electric Corp., Capitol Records Broadcast Division, Columbia Transcriptions, Bruce Eells & Assoc., Federal Telephone & Radio Corp., Harry S. Goodman Radio & Television Productions, Gray Research & Development Co., Graybar Electric Co., International News Service, Keystone Broadcasting System, Lang-Worth Feature Programs, London Library Service, C. P. MacGregor Electrical Transcriptions, Machlett Labs., Magnecord Inc., McIntosh Engineering Labs., Charles Michelson Inc., Presto Recording Corp., RCA, RCA Recorded Program Services, Raytheon Mfg. Co., SESAC, Standard Radio Transcription Services, Westinghouse Electric Corp., World Broadcasting System, and Frederic W. Ziv Co.

Programming of the Engineering Conference will be 60% television. This formula is based on a survey conducted among stations by Neal McNaughten, director of the NAB Engineering Dept. Mr. McNaughten will preside at conference sessions along with members of the NAB Engineering Committee headed by A. James Ebel, WMBD Peoria, Ill., committee chairman.

Among papers already on the agenda is one covering an engineering history of the broadcasting industry. It will be read by Raymond F. Guy, NBC manager of radio and allocation engineering.

RCA and NBC engineers will discuss in detail their UHF television experimental station at Bridgeport, Conn. NBC will go into objectives of the tests, with RCA engineers handling antenna and transmitter angles.

Six FCC and six industry representatives will meet in the annual FCC-Industry Roundtable to be held Saturday morning as the final formal event of the Engineering Conference. Prior to the formal Thursday opening, a Wednesday evening reception will be held.

The NAB Recording & Reproducing Standards Committee, meeting Saturday afternoon, will discuss new standards covering factor (reproducing), turntable platen (reproducing), concentricity of center hole, all in connection with mechanical recording; magnetic tape reel and primary standard flange, accommodating 30 minutes of recording.

The second annual Independent's Day is being programmed by Lee W. Jacobs, KBKR Baker, Ore., program chairman, and Ted Cott, WNEW New York, who recently retired as chairman of the NAB Unaffiliated Stations Committee. Mr. Cott has agreed to serve as program consultant on the Sunday all-day meeting, which he directed last year. Two recently elected members of the board will take active parts in the independents' meeting—Edgar Kobak, business consultant and president of WTWA Thomson, Ga., and Patt McDonald, WHHM Memphis. Both have been elected directors effective with the convention (see board election story, page 26).

Mr. Kobak's topic has not been announced. Mr. McDonald will be chairman of a panel discussion on means of capturing and increasing out-of-home audience including promotion material and special programming.

Dr. Sydney Roslow, president of The Pulse Inc., is to speak on the composition of the out-of-home audience and he will provide printed material covering his talk. William B. McGrath, WHDH Boston, will be chairman of a sports session in which sponsor and agency representatives will participate. NAB's legal staff is to supply a review of legal aspects of sports broadcasting.

The all-day independents' meeting will include a session on use of magnetic tape in programming and sales expansion, with demonstration of techniques including tape editing. Per inquiry and mail order business will be explored. Other topics include new programming tools, BMI services, and government and overseas program sources.

FM Meeting Set

At the FM meeting Monday morning the FM Committee will be in charge. New chairman of the committee is Matthew H. Bonebrake, KOCY-FM Oklahoma City. He succeeds Cecil D. Mastin, WNBF-FM Binghamton, N. Y., who has relinquished the post. Edward L. Sellers, director of the NAB FM Division, will handle details of the advance preparations.

A meeting of the committee will be held March 13 at NAB headquarters in Washington.

Tentatively scheduled for the agenda are such topics as store-broadcasting, transit and functional (leased receiver) services, from which many FM outlets obtain substantial income. AM-FM duplication, methods of promoting FM locally, audience studies, survey of receiver performance and mail-pull techniques will be on the FM program.

The foreign language meeting, running at the same time as the FM session, will be in charge of Ralph Weil and Arnold Hartley, vice presidents of WOV New York. Agenda for this meeting has not been announced.

NAB President Justin Miller will formally open the Management Conference at the noon luncheon Monday.

WANNA SPIN A WEB AROUND SPIDER (Ky.)?

If you're bugged up about increasing your sales in Spider (Ky.), don't call on WAVE, Brother! We ain't squeamish — we just don't catch any audience up in them thar mountains!

Instead we set our NBC trap for the Louisville Retail Trading Area. WAVE's signal spins in every nook and cranny of these 27 high-income counties, delivering a real sales-sting to 215,000 radio families who have *almost as much buying power as all the rest of the State combined!*

Why be bugabooed by Spider when you can *flit* with WAVE? Quick, Henry, the contract!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC. National Representatives

TAYLOR ADDITIONS

Halsey, Feihel Join Sales

Mr. Halsey

Mr. Feihel

BATES HALSEY and Robert Feihel have joined the New York sales staff of The Taylor Co., station representative, it was announced last Friday by Lloyd George Venard, vice president and eastern sales manager.

Mr. Halsey has been with the New York office of Weed & Co. for the past four years, and Mr. Feihel was with Edward Petry & Co.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE

Contact EDWARD PETRY CO

WBAL

MARCH 6, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Avoid Mediamyopia*!

Keep SALES In SIGHT With

SPOT TV

...the advertising medium that sells direct

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

REPRESENTING

WSB-TV (Atlanta)	KFI-TV (Los Angeles)	WTAR-TV (Norfolk)
WBAL-TV (Baltimore)	WHAS-TV (Louisville)	KPHO-TV (Phoenix)
WNAC-TV (Boston)	KSTP-TV (M'p'l's-St. Paul)	WOAI-TV (San Antonio)

*shortsightedness in selection of advertising media.

In This Issue: National TV Conference Agenda—Page 10
Film Buyers' Directory—Page 16

For all the favorite NBC network television programs...and really good local productions...everybody's watching KRON-TV...exciting new "Clear Sweep" television station that...

MAKES THE SAN FRANCISCO BAY AREA A "HOT" TELEVISION MARKET

• Represented nationally by FREE & PETERS, INC. New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

MARCH 6, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

TV NETWORK GROSS

$12,294,513 in 1949

THE FOUR TELEVISION networks' gross time sales for the year 1949 totaled $12,294,513, according to data compiled by Publishers Information Bureau and released to BROADCASTING last week.

Analysis of the billings by networks shows NBC first in TV network time sales by a wide margin, with slightly more than half of the combined total accounted for in the NBC gross of $6,500,104. CBS ranked second with gross time sales of $3,446,893 for the year, followed by ABC with a gross of $1,391,991 and DuMont with $955,525.

Month-by-month data show TV network business following the normal network curve, rising to a peak in the spring, falling off to a midsummer low point, which was still well above the starting level, and climbing again at a higher level in the fall and winter.

Combined Gross Up

Combined network TV gross time sales rose from $423,285 in January to $897,221 in May, dropped to $625,564 in July (between the February and March levels) and hit a new high each month from September on, winding up the year with December time sales of $1,921,166.

RCA was the leading user of video network time during the year, purchasing $900,405 worth to advertise its radios, TV sets and 45 rpm records and turntables. RCA also led the field in December, when its gross purchases of TV network time amounted to $113,430.

RCA's advertising agency, J. Walter Thompson Co., was leading agency in video network time purchases during the year, spending $1,642,513 for this company and other clients.

The other TV network advertisers under the JWT aegis in 1949 were P. Ballantine & Sons, Ford Motor Co., Lever Bros. Co., Libby, McNeill & Libby, National Dairy Products Co., Scott Paper Co., Textron and Wine Advisory Board.

R. J. Reynolds Tobacco Co., second largest TV network user last year, ranked sixth in December. General Motors Corp., third for the year, stood fifth in the final month of 1949. Liggett & Myers Tobacco Co. ranked fourth both in the month and the year. (See Table II and Table III for the top 10 TV network advertisers for the year and the month of December.)

Young & Rubicam ranked second among agencies in the purchase of TV network time during 1949, spending $1,027,191 for time for the video programs of Bigelow-Sanford Carpet Co., Cluett, Peabody & Co., General Electric Co., General Foods Corp., Goodyear Tire & Rubber Co., Gulf Oil Corp., International Silver Co., Lever Bros. and Time Inc.

Kudner Agency ranked third, buying $1,013,966 worth of TV network time for Admiral Corp., General Motors Corp., Texas Co. and U. S. Tobacco Co. William Esty & Co. was fourth, spending $890,500 for network video time for Colgate-Palmolive-Peet Co. and R. J. Reynolds Tobacco Co. Newell-Emmett Co., which on Jan. 1 changed its name to Cunningham & Walsh, ranked fifth, with network TV time

(Continued on Telecasting 22)

TABLE I

TOTALS—NETWORK TELEVISION

	ABC	CBS	DuMont	NBC	Total
January	$ 6,273	$ 104,989	$ 51,330	$ 260,693	$ 423,285
February	18,674	135,036	72,200	353,055	578,965
March	26,352	190,865	81,352	476,800	775,369
April	47,359	186,616	87,851	477,843	799,669
May	132,146	243,241	61,394	460,440	897,221
June	119,835	198,161	58,646	399,790	776,432
July	119,674	114,401	73,714	317,775	625,564
August	113,002	164,471	66,154	284,160	629,787
September	155,480	271,938	91,556	470,080	989,054
October	217,199	590,626	80,143	937,294	1,825,262
November	214,660	677,836	124,435	1,035,808	2,052,739
December	219,337	568,713	106,750	1,026,366	1,921,166
January-December Total	$ 1,391,991	$ 3,446,893	$ 955,525	$ 6,500,104	$12,294,513

TABLE II

TOP 10 NETWORK TV ADVERTISERS IN 1949

1. RCA	$900,405
2. R. J. Reynolds Tobacco Co.	726,400
3. General Motors Corp.	664,511
4. Liggett & Myers Tobacco Co.	594,440
5. Admiral Corp.	471,816
6. National Dairy Products Corp.	453,990
7. Ford Motor Co.	443,705
8. P. Lorillard Co.	397,781
9. General Foods Corp.	365,696
10. DuMont Labs	340,671

TOP 5 ADVERTISING AGENCIES BUYING TELEVISION NETWORK TIME IN 1949

1. J. Walter Thompson Co.	$1,642,513
2. Young & Rubicam	1,027,191
3. Kudner Agency	1,013,966
4. William Esty & Co.	890,500
5. Newell-Emmett Co.	600,120

TABLE III

TOP 10 NETWORK TV ADVERTISERS FOR DECEMBER 1949

1. RCA	$113,430
2. Ford Motor Co.	106,980
3. National Dairy Prod. Corp.	88,765
4. Liggett & Myers Tob. Co.	79,300
5. General Motors Corp.	72,165
6. R. J. Reynolds Tob. Co.	68,380
7. Mohawk Carpet Mills	57,510
8. General Foods Corp.	52,990
9. Philip Morris Co.	43,053
10. Texas Co. and Westinghouse Electric Co.	41,900

COLOR HEARING RESUMES

3-Day Sessions

By LARRY CHRISTOPHER

FCC'S CONTROVERSIAL color television hearing, recessed since last Nov. 22, resumed last week for a three-day session to collect further direct testimony on progress since that time. This included:

● Announcement by RCA that its direct-view tri-color tube developments would be ready for demonstration this month and would lead to a comparatively inexpensive color receiver.

● Statement by both RCA and CTI that their systems were at stage now where they felt ready to sit down with FCC and draw up color standards.

● New demands by CBS for prompt adoption of color, based on six weeks' intensive testing as requested by FCC and which it was claimed failed to reveal a single deficiency fundamental to the CBS system.

● Indication by Color Television Inc. that in a couple of days it would have ironed out technical kinks which plagued earlier showing of its system to FCC and would be ready to re-demonstrate, if FCC wished.

Last week's sessions were held Monday, Tuesday and Wednesday and took a substantial bite out of the direct presentation still to be heard. The hearing was recessed again until March 15 following the Institute of Radio Engineers' 1950 convention in New York. It will be heard in three-day segments until conclusion [TELECASTING, Feb. 27].

End of Testimony

The average guess last week indicated the direct testimony may be completed within another three or four days. Then cross-examination would begin. FCC reported applications pending for cross-examination call for the return of practically every witness who has given direct evidence so far. Time estimates for the cross-examination total in excess of 50 hours, but it was explained this figure can range widely either way. With this intensive cross examining, it was believed an undetermined number of additional days might be taken up in rebuttal testimony.

When such rebuttal might be concluded and the way cleared for FCC to call for resumption of its general TV reallocation proceeding is still open to speculation in all quarters [TELECASTING, Feb. 6].

Dr. Elmer W. Engstrom, vice president in charge of research for RCA Labs. Division, on Monday detailed technical developments in RCA's "compatible, all-electronic" color TV system since last November and reviewed results of test projects requested by the Commission. Of new achievements he particularly cited automatic sampling synchronization and color phasing to stop color and registration "wandering" [TELECASTING, Jan. 23, Feb. 13]; high level receiver sampling, which cuts video amplifier channels from three to

(Continued on Telecasting 18)

IN THIS TELECASTING . . .

TV Network Gross $12,294,513	3
Color Hearing Resumes	3
National TV Conference Agenda	10
TV Link to Memphis	15
Directory of Film Buyers	16
DuMont To Introduce Color System	19
Talent Groups Dispute Film Issue	21

DEPARTMENTS

Film Report	21	Telefile	4
Telestatus	6		

XUM

Telefile:

INAUGURATION of NBC Midwest Television Network in St. Louis' Kiel Auditorium Sept. 20, 1948 was featured by an entire program originated through the facilities of KSD-TV.

Three-Year Old KSD-TV Alone Serves St. Louis Televiewers

MORE THAN 10 years of planning preceded the inaugural of KSD-TV St. Louis on Feb. 8, 1947, as the first completely post-war-equipped television station in the United States.

The idea of a sister station for KSD, 5 kw AM outlet operated by the *St. Louis Post-Dispatch*, was conceived by George M. Burbach, KSD's general manager. On November 4, 1936, Mr. Burbach wrote a letter to the Radio Corp. of America expressing the station's interest in television and its desire to be the first in St. Louis with a TV outlet.

Three years old last month, KSD-TV still is the only television station in America's ninth largest market.

Even during the early war years, discussions and correspondence between Mr. Burbach and RCA officials continued, and by November, 1943, KSD boldly requested RCA to assign precedence ratings for TV equipment to be ordered by the station. Six months later the Pulitzer Publishing Co. board of directors approved KSD's television plans and within two weeks an application for a TV construction permit was filed with the FCC.

KSD-TV had to wait two years to order its equipment, but, once it was ready, lost no time in getting delivery. Part of the equipment was flown to St. Louis by the *Post-Dispatch*-KSD plane in time to telecast the city's famous Veiled Prophet Parade and Ball, Oct. 8 and 9, 1946. These events, carried over a closed circuit, were viewed by 100 special guests of the station in a viewing room set up in the newspaper building. By Feb. 3, 1947, KSD-TV was ready with its first test program, using temporary studios and a 500-watt transmitter located in the old KSD plant on the roof of the Post-Dispatch Building. A group of RCA dealers watched the program at Hotel Statler, six blocks away. It included a man-on-the-street program, a sportscast, interviews with RCA executives, and films.

Five days later station was on the air with *News and Views*, *Ball Room Dancing*, and man-on-the-street and sportscast shows similar to those telecast on the test program. Within two days KSD-TV had signed 13 sponsors: Union Electric, Trimfoot Shoes, American Packing, Elgin Watch, Monsanto Chemical, Bulova Watch, Dazey Manufacturing, Botany Inc., Hyde Park Brewery, Johnson Shoe, Shell Oil, Bemis Bag, and the Missouri, Kansas, and Texas Railroad.

By July 1947 a new transmitter and tower were placed in service and in September 1948 KSD-TV had an opportunity to demonstrate the excellence of its facilities by originating, in conjunction with NBC, the first Midwestern Television Network show from the city's big Kiel Auditorium. And as if this were not enough to convince St. Louisans that television was there to stay, KSD-TV carried the Cleveland end of the 1948 World Series games via Midwestern Network.

* * *

SINCE the linking of the eastern and midwestern TV networks in January 1949 the station not only has picked up such headline events as the inauguration of President Truman but has originated nationally important programs of its own. Last November, KSD-TV covered both the wedding and subsequent reception of Vice President Alben W. Barkley and the former Mrs. Hadley. It was the first time the station had handled two remotes consecutively.

KSD-TV fed the Barkley-Hadley events to the NBC television network, with which it is affiliated. However, the station has agreements with CBS, ABC, and the DuMont TV networks as well.

* * *

The station's investment in equipment is approximately $500,000. Its main studio, in the Post-Dispatch Building, is 29 x 24 feet, with a 22-foot ceiling. The wall and ceiling treatment is of rock wool blanket and perforated transite, and the floor is isolated from the rest of the structure to eliminate unwanted sounds. A lighting grid is suspended two feet below the ceiling to facilitate the mounting of lights, microphones, props, etc. One of the permanent sets in the studio is a complete kitchen. A second smaller studio also is available.

The control room is elevated slightly above the studio floor giving the director a commanding view of the studio and the various monitors. The projection screening and film storage facilities are located on a mezzanine floor convenient to the television studio and general offices.

Two image orthicon cameras are normally used in the studio, but remote cameras can be transferred there easily when needed. Audio facilities consist of a six-channel consolette with the necessary auxiliary amplifiers for feeding outgoing lines. Facilities of the KSD master control room are available when required.

KSD-TV's projection room is equipped with an iconoscope film camera, a 16mm projector, two automatic slide projectors and a custom-built balopticon. The layout of equipment lends itself to smooth transition when the picture is changed from one device to the other.

The station's 5 kw transmitter and tower are located on the Post-Dispatch Annex Building, adjacent to the studios. Antenna is an RCA Superturnstile and is 544 feet above street level. KSD-TV operates with 16 kw ERP. Mobile unit, also RCA, is equipped with two image orthicon camera chains. A voltage regulator and the usual remote audio and lighting facilities also are included. The studio master switcher is a custom-built job.

Directly above KSD-TV's control room a clients' observation room has seats for 20 persons who may watch a program on the screen of a TV set or look down into the studio through a glass panel. Another observation room extends 49 feet across an entire side of the main studio, with seats for an audience of 40. Window areas of this room are unglazed so that laughter and applause can be picked up by microphones on the stage below.

The visitor to this balcony notes that the stationary studio facilities and the flexibility of portable equipment make it possible to have as many as four stage settings in use at the same time, with each set properly lighted and "dressed" for its part in a video show. There are complete stage facilities for producing virtually every type of studio telecast, from an informal interview between two persons over a tea table to elaborate musical and dramatic productions requiring large casts and many changes of scene.

* * *

THE entire St. Louis metropolitan area of 1,500,000 is blanketed by KSD-TV's transmission. Although the theoretical range of reception is about 50 miles, regular program service reaches out 65 to 90 miles, and good reception has been reported from places many miles farther away.

Six months after the station took the air, there were less than 2,000 TV sets in the area. Today there are approximately 90,000, and research analysts report a numerical audience many times greater. Manufacturers and dealers of sets

(Continued on Telecasting 8)

* * *

KITCHEN set at north end of KSD-TV's main studio, shows clients' observation room above control room and audience observation balcony at upper left.

CIRCLE *Four* . . . CHANNEL *Four* . . . *Four* O'CLOCK

This brand can pull audience for *your* brand in Washington, D. C. Just a few short weeks ago, (five, to be exact) WNBW began the *"Circle Four Roundup,"* providing an organized vehicle for Western movies at four o'clock each afternoon, Monday through Friday. To *prove audience* and measure reaction, WNBW offered the *"Circle Four Roundup Rangers"* membership card to youthful viewers.

The results have been literally overwhelming. Over 20,000 members have written in to date. The one-hour-and-fifteen-minute period holds a 24 rating, ten times the highest rated competition on three other stations at the time.* These loyal WNBW fans are waiting for your message. Participation in regular meetings of the *"Circle Four Rangers"* is available. Call WNBW salesmen, or NBC Spot Sales.

Reasons for the sensational audience acceptance of *"Circle Four"* promotion and programming hint of other choice locations. A hard-hitting threesome is yours on WNBW . . . . habit viewing, strong promotion and choice programming. In a recently concluded survey,* it was not by chance that WNBW, with at least two other stations on the air, held 76% of the 1949 quarter-hour periods rated as either first or second in popularity.

*American Research Bureau

WNBW

NBC TELEVISION IN WASHINGTON

Telestatus

Estimates 1950 Set Production at 5 1-3 Million

(Report 101)

NEW HIGH estimate for 1950 TV set production—5⅓ million—was made last week by Television Shares Management Corp, Chicago TV investment firm, after extensive research with manufacturers of receivers and components. This figure is three-quarters of a million more than the previous top estimate, made informally by board members of the Radio Mfrs. Assn. at their quarterly meeting in Chicago three weeks ago.

New statistics were gathered by Edgar N. Greenebaum Jr., of TV Shares, who interviewed executives of the top 20 manufacturing firms, checking their projected figures with those of components suppliers.

Possible factors which could reduce demand and production drastically, however, according to Mr. Greenebaum, are (1) impairment of the general economic health, (2) critical shortages of component parts, such as cabinets, condensers, receiving tubes and resistors, (3) imposition of the proposed excise tax, and (4) prolonged continuation of the freeze.

Expected set production for the top 20 manufacturers follows:

Manufacturer	Units	Average Factory Price	Total Value Factory Price
Admiral	800,000	$145.00	$116,000,000
RCA	700,000	155.00	108,500,000
Philco	625,000	145.00	90,625,000
Motorola	535,000	135.00	72,225,000
Zenith	330,000	165.00	54,450,000
Emerson	330,000	145.00	47,850,000
General Electric	300,000	150.00	45,000,000
DuMont	190,000	225.00	42,750,000
Teletone	175,000	125.00	21,875,000
Hallicrafters	170,000	140.00	23,800,000
Westinghouse	150,000	155.00	23,250,000
Avco (Crosley)	150,000	150.00	22,500,000
Meck	150,000	115.00	17,250,000
Raytheon (Belmont)	140,000	135.00	18,900,000
Sylvania	120,000	155.00	18,600,000
Magnavox	100,000	215.00	21,500,000
Capehart-Farnsworth	100,000	160.00	16,000,000
Olympic	100,000	145.00	14,500,000
Garod (Majestic)	100,000	145.00	14,500,000
Hytron (Air King)	100,000	135.00	13,500,000
TOTALS	5,365,000	$149.78	$803,575,000

The next 12 manufacturers in order of expected production are Bendix, Fada, Hoffman, Muntz, Noblitt-Sparks (Arvin), Sentinel, Sparks-Withington (Sparton), Stewart-Warner, Stromberg-Carlson, Tele King, Trav-Ler, Wells-Gardner.

* * *

New Across-the-Board Rate for WPTZ (TV)

NEW rate policy for across-the-board advertisers on WPTZ (TV) Philadelphia has been announced by Alexander W. Dannenbaum, the station's commercial manager.

Mr. Dannenbaum disclosed that all local programs of five minutes or more in length which are telecast on five consecutive days per week will be available at the new rate of four-fifths of the regular card rate for the five programs per week. Under the new structure, he said, a sponsor using a Monday through Friday program now receives across-the-board coverage for the former Monday through Thursday cost. Mr. Dannenbaum explained that the new rate was instituted to compensate and encourage across-the-board program advertising.

Frequency discounts on WPTZ are accrued at the rate of 5% for 26 consecutive weeks and 10% for 52 consecutive weeks of telecasting.

* * *

Woodbury College Starts TV Survey

WOODBURY COLLEGE, Los Angeles, March 1 started two-week survey in Los Angeles area on television audience habits. Among information being sought is program choice; sports attendance, reading and viewing habits; television's impact on viewer's home life; social and economic influences of television. In addition to Los Angeles study, the college will conduct special "fringe area" study in counties of San Diego, Riverside and Santa Barbara.

Professor Hal Evry is conducting the survey, the college's third. Students are assisting in the door-to-door operation.

* * *

WMCT Promotion Increases Set Sales

HEAVY promotion by WMCT (TV) Memphis of interconnection to coaxial cable (see TELECASTING 15) has resulted in a large increase of television set sales in station's coverage area. During February 4,675 sets were sold, the station reports, with many dealers reporting large back orders on hand.

Station also has completed a survey of set sales by factories direct to dealers. WMCT previously had reported only sets which passed through the hands of distributors.

Weekly Television Summary

March 6, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,475	Dealers
Ames	WOI-TV	1,200	Dealers
Atlanta	WAGA-TV, WSB-TV	22,300	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	133,248	TV Cir. Comm.
Binghamton	WNBF-TV	9,112	CPA Audit
Birmingham	WAFM-TV, WBRC-TV	11,000	Distributors
Bloomington	WTTV	4,000	Station
Boston	WBZ-TV, WNAC-TV	276,980	TV Comm.
Buffalo	WBEN-TV	68,185	Buff. Elec. Co.
Charlotte	WBTV	12,169	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	386,018	Elec. Assn.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	80,700	Distributors
Cleveland	WEWS, WNBK, WXEL	154,340	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	41,400	Distributors
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	43,790	Dist. & Deal.
Davenport	WOC-TV	7,572	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	35,800	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	181,000	Distributors
Erie	WICU	27,050	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	43,790	Dist. & Deal.
Grand Rapids	WLAV-TV	16,700	Set Registration
Greensboro	WFMY-TV	8,774	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	6,578	Distributors
Indianapolis	WFBM-TV	23,000	Dist. & Deal.
Jacksonville	WMBR-TV	7,800	Wholesalers
Johnstown	WJAC-TV	13,600	Distributors
Kalamazoo-Battle Creek	.....	5,169	Dealers
Kansas City	WDAF-TV	26,900	Elec. Assn.
Lancaster*	WGAL-TV	30,434	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	396,060	Rad. & Appl. Assn.
Louisville	WAVE-TV	23,086	CPA Audit
Memphis	WMCT	24,172	Distributors
Miami	WTVJ	17,100	Dealers
Milwaukee	WTMJ-TV	80,844	Distributors
Minn-St. Paul	KSTP-TV, WTCN-TV	68,800	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	16,641	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,015,000	Stations
Newark	WATV	Incl. in N. Y. Estimate	
Norfolk	.....	1,917	Distributors
Oklahoma City	WKY-TV	18,421	Distributors
Omaha	WOW-TV, KMTV	16,414	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	375,000	Elec. Assn.
Phoenix	KPHO-TV	4,328	Distributors
Pittsburgh	WDTV	71,000	Dist. & RMA
Portland, Ore.	.....	828	Dealers
Providence	WJAR-TV	34,125	Dealers
Richmond	WTVR	22,333	Distributors
Rochester	WHAM-TV	25,586	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,500	Dealers
San Antonio	KEYL, WOAI-TV	10,269	Distributors
San Diego	KFMB-TV	23,160	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	38,517	TV Sta. Comm.
Schenectady	WRGB	57,500	Distributors
Seattle	KING-TV	21,800	Distributors
St. Louis	KSD-TV	87,600	Union Elec. Co.
Syracuse	WHEN, WSYR-TV	28,479	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	9,300	Deal., Dist.
Washington	WMAL-TV, WNBW, WOIC, WTTG	101,100	TV Circ. Comm.
Wilmington	WDEL-TV	28,614	Dealers
Total Markets on Air 59;	Stations on Air, 101		Sets in Use 4,400,488

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

AM-TV RATING

Texaco TV Show Tops in N.Y.

A TELEVISION show, *Texaco Star Theatre*, had the largest New York audience of any program, either radio or TV, broadcast in that city in the first week in December, C. E. Hooper Inc. reported Wednesday. Coincidental telephone interviews with New York families showed six TV programs among the December first 15, which were:

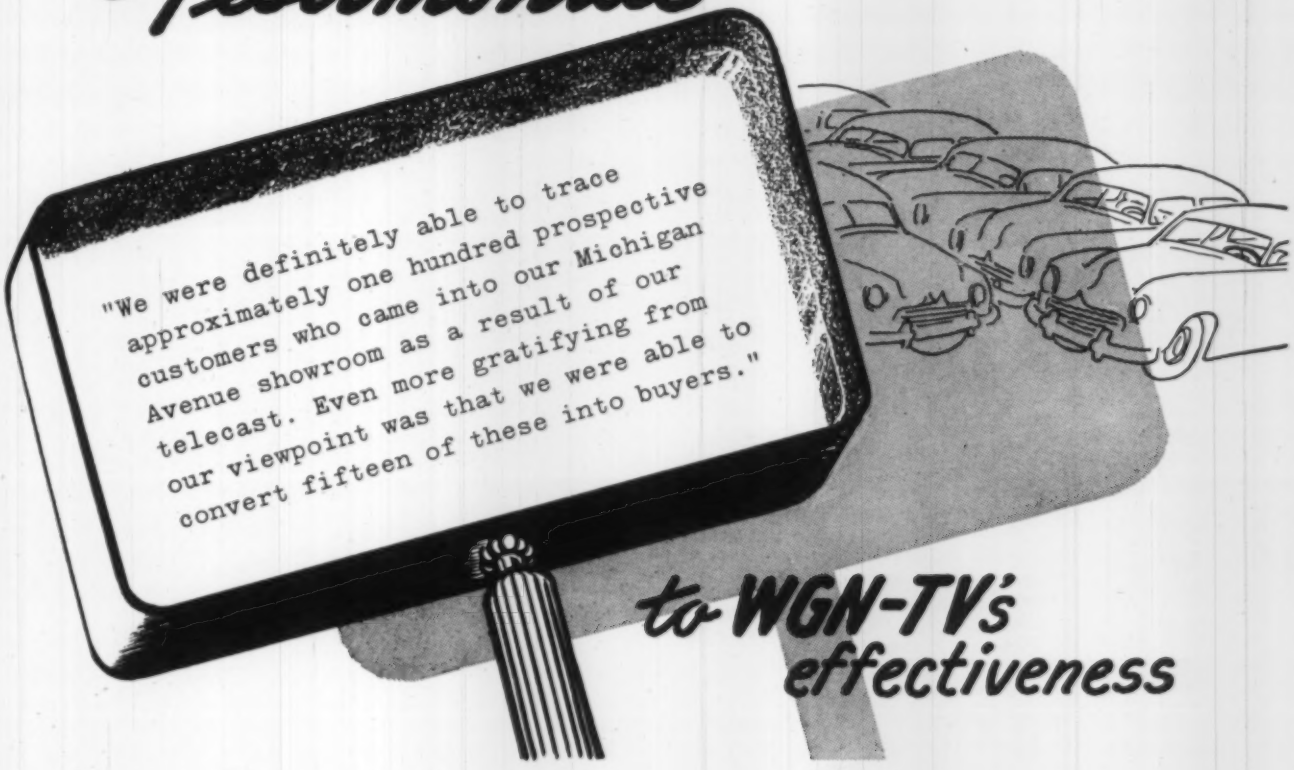
Program	Rating
1. Texaco Star Theatre (TV)	27.6
2. Jack Benny (radio)	17.6
3. Radio Theatre (radio)	17.5
4. Toast of the Town (TV)	15.6
5. Godfrey's Talent Scouts (TV)	14.0
6. Godfrey's Talent Scouts (radio)	13.7
7. Goldberg's (TV)	13.0
8. Godfrey and His Friends (TV)	12.2
9. Walter Winchell (radio)	12.0
10. Bing Crosby (radio)	11.6
11. This Is Your FBI (radio)	11.6
12. My Friend Irma (radio)	11.5
13. Amos 'n' Andy (radio)	11.3
14. Suspense (radio)	11.3
15. Fireside Theatre (TV)	11.2

If the combined TV and radio audience for *Godfrey's Talent Scouts*, a simulcast, are taken as a single audience, that program would rank first with a total rating of 27.7.

Booklet for Doctors

BOOKLET titled "Color Television at Medical Conventions" has been mailed to more than 125,000 physicians throughout the country, Smith, Kline & French Labs, manufacturer of pharmaceuticals, announced last week. Purpose of the booklet, the firm said, is to give schedule of the labs' color television demonstrations at medical conventions.

Testimonial


"We were definitely able to trace approximately one hundred prospective customers who came into our Michigan Avenue showroom as a result of our telecast. Even more gratifying from our viewpoint was that we were able to convert fifteen of these into buyers."

to WGN-TV's effectiveness

Yes, if it's sales success you want—it's WGN-TV in Chicago.

This testimonial to WGN-TV's effectiveness came from a Chicago automobile dealer. The amazing record of 15 cars sold, plus the one hundred prospective buyers, resulted from the firm's *first* program on WGN-TV.

Add this to WGN-TV's growing list of result stories, and you'll see why more and more advertisers recognize WGN-TV as the top television station in Chicago.

In Chicago . . . Channel 9
is more than a number
. . . it's a habit

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

KSD-TV field crew set up equipment in Monsanto Chemical Co.'s St. Louis pilot plant to telecast demonstration of a wood preservative.

EDUCATIONAL TV
WBAL Sets Seminar March 8

WBAL-TV Baltimore will hold a day-long conference March 8 on "Television and Education" to highlight the significance of telecasts directed to all TV-equipped schools (sets loaned by WBAL-TV) throughout the city.

Scheduled from 10 a.m. to 4 p.m., the session will open with a discussion on the effects of television on education and what has been accomplished to date. Participants will include Dr. Edwin W. Adams, associated superintendent of schools, Philadelphia; Dr. Franklin Dunham, chief of radio and television, U. S. Office of Education, Washington; Mrs. Gertrude G. Broderick, division of radio-visual education, U. S. Office of Education, and Dr. Roy K. Marshall, director of Morehead Planetarium, U. of North Carolina; P. T. Hines, WFMY-TV Greensboro, N. C.; Dr. Ormand L. Hunter, WFIL Philadelphia; L. V. Hollweck, RCA Victor, Camden, and other educators from Baltimore and eastern cities.

The conference members also will sit in on an actual lesson telecast to schools 2-2:45 p.m. Material for this feature, to be preceded and followed by introductory and supplementary exercises in the classroom, is prepared by members of the public school staffs under the direction of Mrs. Eleanora B. Kane, radio and television specialist for the Baltimore Board of Education.

L. A. Academy Day

LOS ANGELES Advertising Club will hold "Academy Day" at its regular meeting March 28 in honor of the Academy of Television Arts and Sciences, Los Angeles. Lloyd Dunn, vice president of Abbott Kimball Co. of California, will be chairman of the day.

IN WASHINGTON, D. C.

WHO'S TOPS IN TV?

SEE PAGE 10

You May Be Surprised!

Telefile: KSD-TV

(Continued from Telecasting 4)

bought more than 500,000 lines of advertising space in the *Post-Dispatch*, in 1949 alone, to stimulate more sales. The two other St. Louis newspapers sold an estimated 150,000 lines between them, it is reliably reported. (The *Post-Dispatch* netted more than $249,000 last year from strictly TV set advertising.)

KSD-TV's average time on the air during 1949 was 45 hours each week. Local programming took 776¼ hours, or 33.1% of the total air time for the year. Studio presentations took 397¼ hours, or 16.9%; remotes, 247¼ hours, or 10.6%; and film, 131¾ hours, or 5.6%. Total network programming for the year was 1,564 hours, of which 1,324¾ hours was cable (56.7%) and 239½ hours kinescope or film (10.2%).

Total commercial time was 1,533 hours, or 65.5%, with network commercial programs consuming 1,090 hours and local commercial shows 442¾ hours. Network sustaining programs took 473 hours, and local sustaining, 335 hours.

Special local remote programs carried during 1949 included, in addition to Vice President Barkley's wedding, the inauguration of Mayor Darst of St. Louis, Shriners program at Sportsmen's Baseball Park, the Veiled Prophet Ball and Parade, Shrine Parade, and Armistice Day Parade. Sports remotes included 60 baseball games, 20 basketball games, 10 hockey games, 8 horse racing dates, 4 college football games, 3 Golden Gloves fights, 1 wrestling match, 1 bowling contest, and 1 midget auto race. The station also telecast two St. Louis Symphony Concerts and an industrial program from the Monsanto Chemical Co.

* * *

KSD-TV's appeal to advertisers and effectiveness of the television medium in St. Louis are revealed by the following letter:

In 1947, the station had 30 sponsors, five days a week; in 1948, 57 sponsors, five days a week; in 1949 75 sponsors, five days a week, but a total of 125 sponsors at various periods during the year.

Numerous examples could be cited from the files of KSD-TV's 125 advertisers to show the effectiveness of the medium, ranging from mail response to sales and increase in dealerships. However, these few reports show the trend:

Russ David Entertains, sponsored by RCA Distributor 30 minutes one night weekly, started more than two years ago and is still very popular. It features a pianist playing request tunes, and a woman vocalist. During the show four phone calls are made to the TV audience for answers to a musical quiz. Mail has been consistently good. For a test, a small mechanical pencil was offered to anyone requesting a tune to be played or sung. A total of 4,985 pencils were awarded in one week.

Yur-Favorit Cakes. One announcement on a local show of records and chatter (4 to 4:15 p.m.) brought more than 500 requests for cards entitling viewer to a free cake.

PiDo Company. Nine one-minute announcements at 5 p.m. once a week brought 1,900 requests for free samples of company's products, PiDo, BisDo, and a plastic apron. No box tops or evidence of purchase was necessary, only a postcard with viewer's name and address.

Garland's. In a series of programs during which furs were modelled, three sales of mink coats, each costing $3,000, resulted from the one program devoted to mink coats.

Purity Bakeries. Sponsorship of Cardinals baseball games during a three-month period stimulated sales, and campaign considered highly successful.

Breweries have sponsored various sporting events on KSD-TV with much success reported. Griesedieck, Falstaff, and Stag are continuing sponsorships of baseball, hockey, wrestling, bowling, Golden Gloves fights, harness racing, and midget auto racing.

The station's local rates are $350 an hour for "A" time and $210 for "B" time. Network "A" time is $425 an hour.

KSD-TV is promoting itself outside the columns of the *Post-Dispatch*. Last fall a large display ad in the *Advertising Club of St. Louis Weekly* pointed to the large number of "readily-recognized" brands being advertised to the station's audience. The advertisement stated:

"For the advertiser who is still uncertain whether Television should be given any consideration when preparing his next promotion budget, KSD-TV submits a list of some of the readily-recognized brand names of products which are being advertised to the purchasing-powered KSD-TV audience at the present time:

Chevrolet . . . Pepsodent . . . Gillette . . . Chesterfield . . . Mars . . . Ford . . . Westinghouse . . . Griesedieck . . . Goodrich . . . Vaseline . . . Kellogg's . . . Pepsi-Cola . . . Mohawk . . . RCA . . . Colgate-Palmolive-Peet . . . Sanka . . . International Silver . . . Texaco . . . So-Good . . . Philco . . . Bigelow-Sanford . . . Pabst . . . Jell-O . . . General Electric . . . Kodak . . . Vitalis . . . Pevely . . . Alka-Seltzer . . . DuMont . . . Rival . . . Pall Mall . . . Masland . . . Kraft . . . Cities Service . . . Bulova . . . Mayrose . . . Speidel . . . Camels . . . Sealtest . . . Jaccard's . . . Admiral . . . Lux . . . Falstaff . . . Standard Oil . . . Lucky Strike . . . Seven-Up . . . Poll Parrot . . . Rinso . . . Dodge . . . Gulf Oil . . . Hudson . . . Old Gold . . . Schick . . . Cameo . . . Crosley . . . Firestone . . . Oldsmobile . . . Dill's Best . . . Forstner . . . Ronson . . . Stag . . . Philip Morris . . . Drene . . . Hamilton . . . Bond . . . Goodyear . . . Kool . . . Ipana . . . Lustre Creme . . . Ironrite.

"Any similarity between the above names and 'Who's Who in Advertising' should dispel further uncertainty. And here's the payoff: In St. Louis, America's 9th largest market, EVERY Television Advertiser reaches the ENTIRE Television Audience with just ONE STATION . . . KSD-TV."

The station is under the direction of George M. Burbach, one of the broadcasting industry's most able administrators who has managed KSD since it took the air in 1922. Working close under Mr. Burbach is Program Director Harold O. Grams, who has been with the organization 12 years, starting as an announcer. Guy Yeldell, a 25-year man, has been sales manager four years. Edward Hamlin is commercial manager. Ed Risk is chief engineer and Dave Pasternak, promotion manager. KSD-TV's roster of 37 employees include 20 on the technical staff and 17 in administrative and production work.

A definite vote of confidence in KSD-TV's future is voiced by Mr. Burbach who declares: "KSD-TV operated in the red for two and one-half years, however operating profit is now increasing each week. In two or three years profit from our television operation should be comparable with our best radio years. Profits from audio should gradually increase from the low earning level of 1949. The combined earnings from audio and television should far exceed any former record profit of audio only.

THE FORMER Drucie Snyder of St. Louis and Washington, daughter of Secretary of the Treasury Snyder, assists KSD-TV's Frank Eschen in an interview with Margaret Truman at the 1948 Veiled Prophet Ball, an annual event which traditionally opens the St. Louis social season.

AD COUNCIL ISSUE
Plans Bi-Monthly TV Bulletin

THE ADVERTISING COUNCIL has begun to issue a bi-monthly television bulletin to keep the industry posted on major public service campaigns. The bulletins will provide advertisers, agencies, networks, stations and program producers with information on material available from the Council for use in campaigns.

Stuart Peabody, assistant vice president of the Borden Co. and chairman of the radio and television committee of the Council, said the bulletins are to be issued because the Council had received numerous inquiries regarding availability of television material.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

WMAR-TV

Delivers

the largest evening audience of any radio or television station in Baltimore*

*Based on C. E. Hooper Inc. Report for Dec. 1949-Jan. 1950.

Average 6 p.m. to 10:30 p.m. Sunday through Saturday audience.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

National Television Conference
Palmer House, Chicago, March 6-8
Sponsored by the Chicago Television Council

AGENDA

Monday, March 6

10 a.m.-12 noon—Registration.

12-3 p.m.—Luncheon, welcome address by George Harvey, president of Chicago Television Council; Double keynote address, Joseph H. McConnell, president, NBC; John McLaughlin, advertising manager, Kraft Foods, Chicago.

3-5 p.m.—General panel meeting, "Three Viewpoints." James Stirton, general manager, ABC Chicago, moderator. Speakers: Robert Swezey, general manager, WDSU-TV New Orleans; Harry Bannister, general manager, WWJ-TV Detroit; Alexander Stronach, national director of television program operation, ABC, representing the broadcaster who sells television; Seymour Mintz, advertising manager, Admiral Corp., Chicago, representing client who pays for television.

7-9 p.m.—Gridiron dinner, featuring satire on TV. Herb Graffis, Chicago *Sun-Times* columnist, toastmaster, with talent: Burr Tillstrom and Fran Allison of *Kukla Fran and Ollie;* Dave Garroway and stars from *Garroway at Large;* Claude Kirchner with members of the *Super Circus* cast; Al Morgan and Ernie Simon.

Tuesday, March 7

10 a.m.-12 noon — Panel meeting, "New Slants on Creating, Writing, Directing." Fred Killian, director of TV programming, ABC Chicago, moderator. Speakers: Agency viewpoint, Beulah Zachary, producer, *Kukla, Fran and Ollie;* station, Ted Mills, TV program manager, NBC Chicago; agencies, stressing art problems, Fred Bolton, art director, J. Walter Thompson, Chicago.

10 a.m.-12 noon — Panel meeting, "1950 Approach in Station Sales and Management." John H. Mitchell, general manager, WBKB (TV) Chicago, moderator; Speakers: Single station market, E. Y. Flanigan, general manager, WSPD-TV Toledo; multiple station market, Eugene Thomas, general manager, WOIC (TV) Washington; markets removed from coaxial cable, P. A. Sugg, general manager, WKY-TV Oklahoma City and F. Van Konynenberg, general manager, WTCN-TV Minneapolis; new station in new market, Sarkes Tarzian, general manager, WTTV (TV) Bloomington, Ind.

12:30-2:30 p.m.—Luncheon, "Color Now or Later." Clifton Utley, NBC-TV news commentator, moderator. Speakers: Richard Graver, vice president, Admiral Corp., Chicago; John Mitchell, general manager, WBKB (TV) Chicago; Earl Meyers, chief engineer, WGN-TV Chicago.

2:30-5 p.m.—Panel meeting, "TV Pays Off—Or Does It?" Holman Faust, account executive, Schwimmer & Scott, Chicago, moderator. Speakers: For children's shows, A. L. Johnson, advertising manager, International Shoe Co., St. Louis, and Bud Gore, advertising manager, Marshall Field & Co., Chicago; service shows, Phil Creedon, advertising manager, Edward Hines Lumber Co., Chicago; network shows, L. E. Waddington, representing Miles Labs., Elkhart, Ind., and Read H. Wight, radio-television director, J. M. Mathes Inc., New York, for Canada Dry Ginger Ale: spot announcements, William Fisher of the radio department, Young & Rubicam, Chicago for O'Cedar Corp.; participations, A. G. Whitmer, advertising and sales promotion manager of Kelvinator's Chicago territory.

Wednesday, March 8

10 a.m.-12 noon—Panel discussion, "What Research Can Contribute to Television in 1950." Robert Salk, Katz Agency, Chicago, moderator. Speakers: Melvin Beville, research director, NBC, New York; representatives of C. E. Hooper, A. C. Nielsen, The Pulse, Jay and Graham Organization and American Research Bureau. Preliminary report by Dr. Charles L. Allen, research director, Northwestern U., on special project on program costs sponsored by the Chicago Television Council.

10 a.m.-12 noon—Three addresses. Ralph Liddle, Commonwealth Edison Co., Chicago, moderator. "Theatre Television—The Theatre Owner's Contribution to Television," Robert H. O'Brien, secretary-treasurer, United Paramount Theatres, New York; "Phonevision," H. C. Bonfig, advertising manager, Zenith Radio Corp; Chicago; "Future Trends in Television Films," Russ Johnston, vice president, Jerry Fairbanks Films, New York.

12:30-2:30 p.m.—Luncheon. "Television's Place in the Broadcast Industry." Comdr. Mortimer Loewi, director, DuMont TV Network, New York. Introduction by George Harvey, Chicago Television Council president.

2:30-5:30 p.m.—Panel meeting, "Stations, Agencies Solve Program Problems." Arthur Holland, owner, Malcolm-Howard Agency, Chicago, moderator. Speakers: Studio problems—station, Monte Fassnacht, production supervisor, WENR-TV Chicago; agency, Norman Heyne, Ruthrauff & Ryan, Chicago; remote event problems, station, Don Cook, director, field operations. WGN-TV Chicago; agency. Arthur Fielden Campbell-Ewald, Detroit; television commercials producer's viewpoint, Joseph Betzer, Sarra Inc., Chicago; Jerry Campbell, Campbell-Cahill Studio, Chicago; agency viewpoint, Norman Lindquist, Atlas Film Corp., Chicago; Robert Knapp, Schwimmer & Scott, Chicago; music in television, Carl Haverlin, Broadcast Music Inc., New York; public service in television, Wesley I. Nunn, advertising manager, Standard Oil of Indiana.

ADVANCE REGISTRATION

A—B

Ed Abbott, Foote, Cone & Belding; Frank Baker, Reincke, Meyer & Finn; Russell Baker, WOW Omaha; Kenneth C. Banes, Wade Advertising; James F. Brown, WBBM-CBS Chicago; Robert J. Burton, Broadcast Music Inc.

C—D

Clair Callihan, Leo Burnett; Peter A. Cavallo Jr., J. Walter Thompson; William B. Condon, Wade Advertising; Kenneth Craig, CBS Chicago; Jane Daly, Earle Ludgin Co.; Lyle DeMoss, WOW Omaha; Harry F. Dieter, Foote, Cone & Belding; Sam Cook Digges CBS Radio Sales-Television; Mildred B. Dudley, LeVally Inc.

F—G

Monte Fassnacht, WENR-TV Chicago; W. Arthur Fielden, Campbell-Ewald; Dale Fisher, Earle Ludgin Co.; Christ Ford, Needham, Louis & Brorby; C. Gibson Franks, Electric Assn.; Frank Furbuch, Meredith Publishing Co.; Mel Galliart, Joseph W. Hicks Organization; Charles Gay, Kircher, Helton & Collett Agency; W. V. George, Canadian Marconi Co.; L. M. Goodwin, United Film Service; Edward Gorman, Standard Rate & Data; Jonny Graff, WBKB (TV) Chicago; Edgar N. Greenebaum Jr., Television Shares Management Corp.; Lloyd Griffin, Free & Peters.

H

S. Payson Hall, Meredith Publishing Co.; George Harvey, WGN-TV Chicago; Carl Haverlin, Broadcast Music Inc.; Sherman Headley, WTCN-TV Minneapolis; George P. Herro, NBC Chicago; Ivan Hill, Ivan Hill Inc.; Walter N. Hiller Jr., The Toni Co.; L. P. Hillyer, United Film Service; James R. Hoel, Katz Agency; Arthur M. Holland, Malcolm-Howard Agency; Alfred C. Houser, Agency Service Corp.; John R. Howland, Zenith Radio Corp.; W. G. T. Hyer, W. Biggie Levin Agency.

J—K—L

Arthur R. Jones III, Douglas Productions; Kay Kennelly, Olian Advertising; Fred Killian, ABC Chicago; George L. Lahodny, Detroit Edison Co.; Genevieve Lemper, Foote, Cone & Belding; Norman C. Lindquist, Atlas Film Corp.; C. Ross Littig Jr., J. Walter Thompson.

M

MacCormack McEndree, Standard Rate & Data; W. J. McNally, WTCN Minneapolis; James McTighe, Olian & Foley; Stephen A. Machcinski Jr., Adam Young Television Inc.; Carroll Marts, MBS Chicago; J. Marty Jr., Admiral Corp.; Howard B. Meyers, NBC Chicago; Charles P. Michels, Gardner Advertising; Ted Mills, NBC Chicago; Jean Minetz, W. E. Long Co.; Mail Marion Montgomery, Stubbs-Montgomery; Mary Kinnavery Moore, American Institute of Baking; John Moser, Chicago attorney; Richard I. Mulford, Roche, Williams & Cleary; Merle K. Myers, Russel M. Seeds Inc.

N—O—P—Q

A. C. Nielsen, A. C. Nielsen Co.; Gordon A. Norberg, Wade Advertising; Irwin A. Olian, Olian Advertising; Garfield C. Packard, Paul H. Raymer Co.; C. B. Peterson, The Branham Co.; Barbara Porter, Wade Advertising; William R. Preston, WRVA Richmond, Va.; Sterling Quinlan, WBKB (TV) Chicago.

R—S

J. Leonard Reinsch, WSB-TV Atlanta; Robert B. Ridder, WTCN-TV Minneapolis; Hal Rorke, J. Walter Thompson Co.; T. L. Rowe, WLS Chicago; Wilson Royer, Eastman Kodak Co.; Jack Russell, Mutual Entertainment Agency; Robert H. Salk, Katz Agency; Ed Sherwood, Admiral Corp.; Larry Sherwood, The Calvin Co.; Harry B. Smart, Blair-TV Inc.; Floyd Smith, Campbell-Ewald Co.; Burt Squire, Broadcast Music Inc.; Hy M. Steel, WLAV Grand Rapids, Mich.; Robert Stone, Sesac Inc.

T—V

Lois M. Thompson, Robert Meeker Assoc.; Russ Tolg, BBDO; W. J. Tynan, Free & Peters; Evelyn Vanderpool, Schwimmer & Scott; F. Van Konynenburg, WTCN Minneapolis; Gerald A. Vernon, ABC Chicago; Leonard A. Versluis, WLAV Grand Rapids, Mich.

W—Z

L. E. Waddington, Miles Labs.; I. J. Wagner, I. J. Wagner Co.; Allen Wallace, Needham, Louis & Brorby; Tim Wallace, Ivan Hill Inc.; R. W. Welpott, General Electric Co.; Reinald Werrenrath Jr., WNBQ (TV) Chicago; H. R. Williams, Stubbs-Montgomery Inc.; Beulah Zachary, NBC Chicago; A. C. Zink, General Electric Co.

WGN-TV Drops Sox

WGN-TV Chicago last week dropped its option on exclusive telecast rights to Chicago White Sox baseball games because the "asking price was too high" and the station did not sell the entire series. Although Peter Hand Brewery Co., Chicago, for Meister Brau Beer, had signed for a third of the games, including some pre and post programs, income would not have been enough to justify the expense, station officials said. Charles Comiskey, Sox vice president, is reported to have asked $125,000 for TV rights alone.

WSYR-TV
means
Bright, Clear,
Consistent
PICTURES

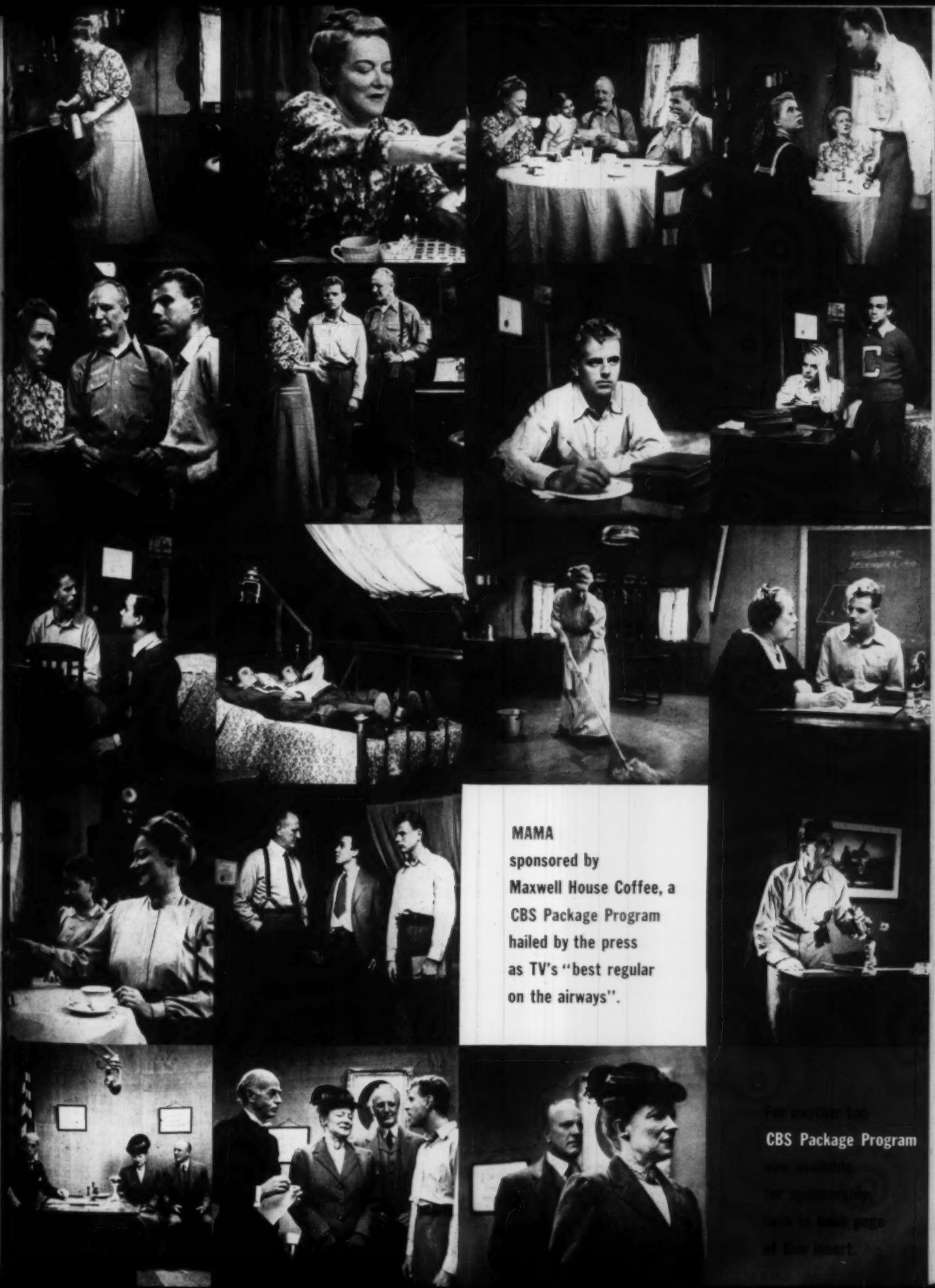
WSYR 570 kc.
WSYR 94.5 mg.
WSYR Channel 5

From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV's full radiating power of 23,500 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows—on NBC—exclusive.

the Only COMPLETE
Broadcast Institution
in
Central New York

WSYR SYRACUSE
AM • FM • TV
NBC Affiliate in Central New York
Headley-Reed, National Representatives

IN WASHINGTON, D. C.
WHO's TOPS IN TV?
SEE PAGE 10
You May Be Surprised!



MAMA
sponsored by
Maxwell House Coffee, a
CBS Package Program
hailed by the press
as TV's "best regular
on the airways".

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

MARCH 1950

NETWORK SHOWS

Canada Dry Co. Super Circus L (E-M)	*Super Circus* L (E-M)	Kellogg Co. Singing Lady L (E-M)	*Hollywood House* F (E-M)	Goodyear Paul Whiteman Goodyear Review L (E-M)		*Carolyn Gilbert Show* L (E-M)	*Dr. Fix-Um* L (E-M)	*Think Fast* L (E-M)
Overseas Press Club	*Chuck Wagon*		*Mr. I. Magination*	*he Girls*		Crosley This Is Show Business		Lincoln-M Toast of th
				Co-op Front Row Center L E-M) (NI)				
Armed Forces Hour L				*Leave It To The Girls* L		General Foods Aldrich Family L		Chesterfield Perry Como L
Ted Steele Show	*Chuck Wagon*		*Lucky Pup*	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	Oldsmobile CBS-TV News	*Life with Snarky Parker*	International Silver Silver Theatre
		Co-op Small Fry Club L/F (E-M)	*Magic Collage* L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)	Co-op Manhattan Spotlight L (E)	*Vincent Lopez* L (E-M) (NI)	*Newsweek Views the News* L (E-M)
	Judy Splinters L / *Howdy Doody* L (E-M) / Mars Inc. Howdy Doody L (E-M)				RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk Roberta Quinlan L (E)	Reynolds News F (E-M)	Chevrolet Tele-Theatre L
Ted Steele Show	*Chuck Wagon*		*Lucky Pup* L (E-M)	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	CBS-TV News	*Life with Snarky Parker*	*Command*
		Co-op Small Fry Club L/F (E-M)	*Magic Collage* L (E-M)		*Captain Video* L/F (E-M)		Co-op Vincent Lopez L (E-M) (NI)	*Court of Curre* (L) (E-M
	Judy Splinters L / *Howdy Doody* L (E-M) / C-P-P Howdy Doody L (E-M)				National Dairy Kukla, Fran & Ollie L (E-M)	*Wendy Barrie* L	Reynolds News F (E-M)	Texas Co. Milton Berle Show L
								On Trial L (E-M)
Ted Steele Show	*Chuck Wagon*		*Lucky Pup*	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	Oldsmobile CBS-TV News	Masland Rug At Home Party	Liggett & Myers Tobacco Godfrey and His Friend L (E-M) L (N
		Co-op Small Fry Club L/F (E-M)	*Magic Collage* L (E-M)		*Captain Video* L/F (E-M)		Phillips Packing Co. Easy Aces F (E-M) (NI)	
	Judy Splinters L / *Howdy Doody* L (E-M) / Intnl. Shoe Howdy Doody L (E-M)				Ford Motor Co. Kukla, Fran & Ollie L (E-M)	Mohawk Roberta Quinlan	Reynolds News F (E-M)	Ballantine Ale & Beer Believe It or Not L
						General Mills Lone Ranger* F (E-M)		Stop the Admiral & P L (E-
Ted Steele Show	*Chuck Wagon*		Ipana Lucky Pup	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	CBS-TV News	*Life with Snarky Parker*	*What's My Line* 3/2, 3/16 3/9, 3/23 *The S*
		Co-op Small Fry Club L/F (E-M)	*Magic Collage* L (E-M)		*Captain Video* L/F (E-M)		Co-op Vincent Lopez L (E-M)	
	Judy Splinters L / *Howdy Doody* L (E-M) / C-P-P Howdy Doody L (E-M)				National Dairy Kukla, Fran & Ollie L (E-M)	*Wendy Barrie* L	Reynolds News F (E-M)	*The Black Robe* L
								A Couple of Joes L (E-M)
Ted Steele Show	*Chuck Wagon*		Sundial Shoes Lucky Pup	*Bob Howard*	*Strictly for Laughs* / *Paul Arnold*	Oldsmobile CBS-TV News	*Life with Snarky Parker*	General Foods Mama
		Co-op Small Fry Club L/F (E-M)	*Magic Collage* L (E-M)		*Captain Video* L/F (E-M)	*Manhattan Spotlight* L (E) (M) (NI)	*Vincent Lopez* L (E-M)	*Hands of Murder* L (E-M) (NI)
	Judy Splinters L / *Howdy Doody* L (E-M) / *Howdy Doody* L (E-M)				RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk Roberta Quinlan	Reynolds News F (E-M)	Miles Quiz Kids L
						Hollywood Screen Test L (E-M)		Paul Whiteman TV Teen Club L (E-M)
Ted Steele Show	*Chuck Wagon*		TBA	*Lucky Pup*	*In the First Person*	*John Reed King Show*		Anheuser-Busch Ken Murray Show 54th Street Revue
						Captain Video L/F (E)		*Dinner Date* L (E-M)
				American Forum of the Air L		*Mary Kay & Johnny*		

Your Witness L (E-M)	*Mysteries of Chinatown* F (E-M)	B. F. Goodrich Celebrity Time L (E-M)	Young People's Church of the Air Youth on the March L (E-M)	
General Electric Fred Waring Show		*Pantomime Quiz*	*One Week In Review*	
They Stand Accused L (E-M)		*Bowling Headliners* L (E-M)		
Philco Television Playhouse L (E-M)		Congoleum-Nairn Garroway at Large L (E-M)		

Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One	Doubleday You Are An Artist
Co-op Wrestling (From Sunnyside Arena) L (E-M) (NI)			
Admiral Lights Out L	American Tobacco Co. Lucky Strike Theatre L (E-M) (alternate weeks)	Local Sponsors (Co-op) Who Said That L (E-M)	

		Tomorrow's Champions (to midnite)	
Stage Door L (E)	Auto-Lite Suspense	Co-op Wrestling	*Blues by Bargy*
Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)			
Procter & Gamble Fireside Theater F	Pabst The Life of Riley F	P. Lorillard Original Amateur Hour L	Doubleday Ben Grauer Show L

That Wonderful Guy L (E-M)	Co-op, Wrestling L (E-M)		
Abe Burrows Almanac	Boxing	Pabst Beer International Boxing Club Bouts	Sunset Appl. J. Matthews Starts: 3/22 11-11:30
The Plain-Clothesman L (E) (NI)	Co-op Famous Jury Trials L (E-M) (NI)		
Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	

Esquire Boot Polish Blind Date L (E-M)	*Author Meets Critics* L (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby	
Escape	H. H. Ayer Ilka Chase / *Blues by Bargy*	*Film Theatre of The Air*	
Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E) (NI)		
Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye L	

Libby, McNeill & Libby Auction-Aire L (E-M)	*Majority Rules* L (E-M)	*Roller Derby*		
Ford TV Theatre of the Air Actors Studio		Household Finance People's Platform	*Capitol Cloak Room*	*After Hours*
Mail Pouch Tobacco Co. Sports for All L/F (E-M) (NI)		Co-op Amateur Boxing L (E-M)		
Bonny Maid Versatile Varieties Bonafide Mills L	American Cig. & Cig. Big Story (alternates with Life Begins at 80) L	Gillette Fights L		Chesebrough Greatest Fights (F)

Roller Derby L (E-M) (To conclusion)			
R. J. Reynolds Ed Wynn Show	*Winner Take All*	*Film Theatre Of The Air*	
Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)	
Saturday Night Revue L			

THE

PULSE of ST. LOUIS

Available March 7, 1950, the first Pulse report for the St. Louis metropolitan area will cover radio listening for January-February.

◈

The Pulse of St. Louis will be issued bi-monthly, and will utilize the same interviewing technique employed in other Pulse radio reports.

◈

Other Pulse Radio Cities are:

NEW YORK — PHILADELPHIA
LOS ANGELES — CHICAGO
CINCINNATI — WASHINGTON, D. C.
BOSTON — SAN FRANCISCO
NORTHERN NEW JERSEY

◈

Monthly Telepulse Reports are Issued in:

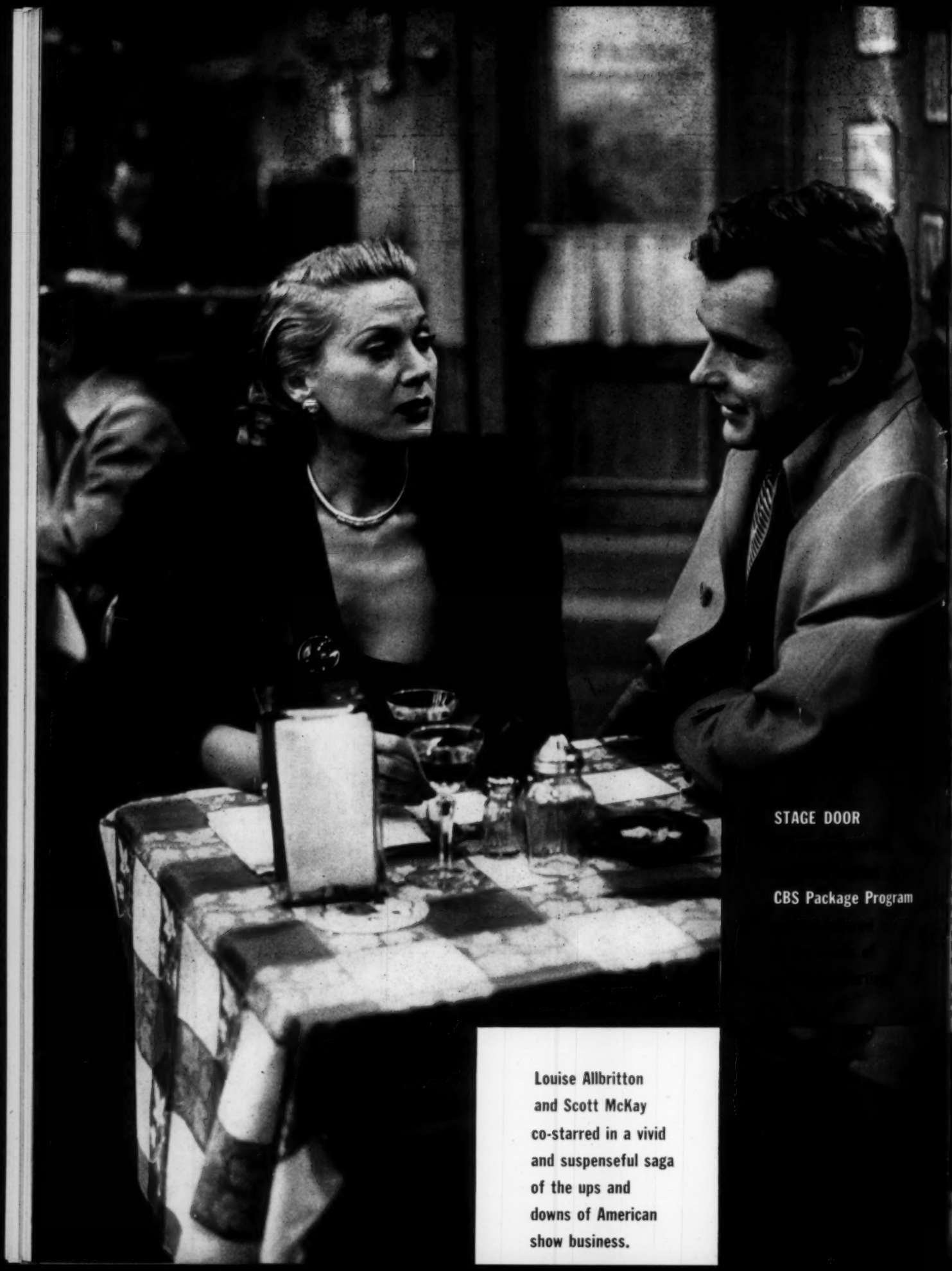
NEW YORK — BOSTON
CINCINNATI — PHILADELPHIA
CLEVELAND — CHICAGO
LOS ANGELES — WASHINGTON, D. C.

◈

For Radio and Telefacts in These Markets

Ask The PULSE

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN



STAGE DOOR

CBS Package Program

Louise Allbritton and Scott McKay co-starred in a vivid and suspenseful saga of the ups and downs of American show business.

FASHION SHOW
Live Style Series on WOAI-TV

WITH heavy emphasis on the fashion theme but also pointed up with features aimed at the family audience, Wolff & Marx Co., San Antonio department store, has launched what is claimed to be the first complete, live telecast devoted to style advertising in the Southwest.

Titled *Fashions In Your Living Room*, the program is scheduled Monday nights on WOAI-TV San Antonio. According to Norman C. Netter, Wolff & Marx Co. president, the series is designed to take advantage of the intimacy, informality and timeliness offered by the TV medium adapted to the particular requirements of fashion

Planning the new style show are (l to r) Wolff & Marx President Norman C. Netter, Mr. Forchheimer and Mr. Vance.

* * *

presentation. Local interest features are introduced to appeal to the family audience.

Invitations to view the premiere presentation in the television homes of San Antonio and vicinity were mailed to the thousands of Wolff & Marx charge account customers in the area. Newspapers also figured in the heavy promotion. Produced and placed by Bernard M. Brooks Advertising, San Antonio, the telecasts are supervised by Carl Proll, Wolff & Marx publicity director. Leona Bender, the store's fashion coordinator and stylist, handles commentaries and presentation of merchandise and models. Also instrumental in arranging the series were Fred Vance of WOAI-TV and Paul Forchheimer of the Brooks agency.

WBAP-TV Ft. Worth, Tex., has reduced its use of film by one-half in last year, station reports.

IN WASHINGTON, D. C.

WHO'S TOPS IN TV?

SEE PAGE 10

You May Be Surprised!

MEMPHIS TV
AT&T Announces Network Interconnection

AT & T last week announced extension of Bell System's network television facilities to Memphis, Tenn.—the first addition in 1950—with completion of coaxial cable by Southwestern Bell Telephone Co., Southern Bell and AT & T's Long Lines Dept.

Memphis became the 26th city capable of receiving direct network telecasts through Bell facilities, which now extend about 9,000 channel miles. Additionally, Memphis now is the southernmost point served by network television. The new link was made possible by adding special equipment to an existing section of cable running south of St. Louis, according to AT & T's Long Lines Dept.

Network service should be available by the end of this year to more than 40 cities, stretching north to Minneapolis, south to Jacksonville, Fla., and west to Omaha, the Long Lines Dept. said. Network will cover roughly some 15,000 channel miles.

Other Plans

Other cities slated to be hooked up in 1950 include Norfolk, Va., by April and Greensboro and Charlotte, N. C., Atlanta, Birmingham and Jacksonville by September. They will receive video network programs by cable running south from New York via Philadelphia, Washington and Richmond.

Programs from New York reach St. Louis via Chicago. Enroute to Memphis the cable crosses the Mississippi from east to west at St. Louis and again, from west to east, at the Tennessee metropolis.

Network television service also is being provided in some areas of the nation by radio relay. Construction is underway between New York and Chicago, Chicago and Milwaukee, and between other major cities.

Arrival of the cable in Memphis was preceded by radio, TV and newspaper promotion sponsored by WMCT(TV). Since Feb. 1 the station has used a series of teaser ads in Memphis papers, building up to full page advertisements on March 1, "cable day." Jingles also were used on WMCT affiliates. Climaxing the promotion was a parade Feb. 20, arranged by TV distributors and WMCT, in which 28 floats and trucks participated.

'CENSOR' CHARGE
Getschal Accuses Paramount

BUDD GETSCHAL, head of Getschal & Richard, New York advertising agency, has sent a letter to Barney Balaban, president of Paramount Pictures, accusing Paramount of "bullying and intimidation." He charges the firm with seeking to "censor" a series of radio commercials and newspaper advertisements placed in behalf of Frost Television stores which have been broadcast over New York radio and television stations and published in newspapers recently.

The advertising executive said the Frost stores had been employing a sales message which included the fact that it was possible to buy a television set on a credit plan at the rate of "less than the cost of two movie tickets per week" and get "much more entertainment."

Mr. Getschal said that he was informed that a Paramount official wrote to radio stations threatening that the company would stop all motion picture advertising on the air unless the copy were altered to exclude the phrase.

SET SHIPMENTS
RMA Reports 3,182,351 in '49

A TOTAL of 3,182,351 television receiving sets had been delivered in the United States by the end of 1949, according to an analysis by Radio Mfrs. Assn. The RMA figures cover member manufacturers, who are estimated to produce between 80% and 85% of all television sets turned out in the United States.

TV set shipments by areas for the year 1949 and cumulative since Jan. 1, 1947, as reported by RMA members, follow:

TV Service Area	1949	Accumulative (From Jan. 1, 1947)
Albany	27,032	39,811
Albuquerque	758	1,004
Atlanta	14,242	19,073
Baltimore	62,175	90,276
Birmingham	5,679	5,702
Boston	143,669	182,616
Buffalo	41,201	50,305
Charlotte	7,031	7,262
Chicago	230,845	310,261
Cincinnati	73,890	87,977
Cleveland	75,411	96,719
Dallas	14,802	21,089
Davenport	6,684	7,132
Detroit	109,307	135,643
Erie	4,240	4,543
Greensboro	1,862	1,862
Houston	6,862	9,121
Huntington	2,650	2,650
Indianapolis	14,270	14,842
Jacksonville	3,160	3,160
Kansas City	25,076	25,625
Los Angeles	196,941	273,866
Louisville	9,250	12,369
Memphis	5,356	8,458
Miami	6,228	7,071
Milwaukee	34,335	47,274
Minneapolis	29,440	35,676
Nashville	342	397
Newark	152,080	255,606
New Haven	29,801	46,873
New Orleans	7,239	11,222
New York City	368,655	641,684
Oklahoma City	8,423	8,451
Omaha	10,381	10,418
Philadelphia	206,073	335,312
Phoenix	2,166	2,166
Pittsburgh	48,958	55,096
Portland	1,041	1,175
Richmond	8,753	11,974
St. Louis	45,328	61,580
St. Petersburg	284	328
Salt Lake City	4,218	5,219
San Antonio	4,690	4,690
San Francisco	29,705	42,002
Seattle	9,038	13,607
Syracuse	15,937	18,340
Toledo	25,938	31,618
Tulsa	7,194	7,194
Washington	57,551	88,147
Unallocated	31,732	27,865
TOTAL	2,227,973	3,182,351

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WDEL-TV
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WKBO
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York, Pa.

WRAW
Reading, Pa.

WEST
Easton, Pa.

WGAL
Lancaster, Pa.

WGAL-TV
Lancaster, Pa.

Clair R. McCollough, Gen. Mgr.

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ASSOCIATES

New York Chicago
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NBC TV AFFILIATES

Directory of Film Buyers At U. S. Television Stations

As Compiled in Special TELECASTING Survey

FILM fills an important place in television station operation. On stations not interconnected by coaxial cable or microwave relay this place is often vital.

Because of that importance TELECASTING presents this up-to-date list of film buyers and, where available, the number of hours of film used by each station.

Although conditions vary widely from station to station, an average of 10.28 hours of film a week was used by those outlets where figures are available. The average for noninterconnected stations is slightly above the average for all stations—12.46 hours per week—while interconnected stations showed an increase of 8.58 hours per week devoted to film programming.

* * *

City	Call Letters	Address	Film Buyer Title	Interconnected Yes-No	Hrs. of Film per Week
		ALABAMA			
BIRMINGHAM	WAFM-TV	2029 First Ave., N.	L. F. Baxter Prog. Mgr.	No	10
	WBRC-TV	WBRC Bldg.	G. P. Hamann Mgr.	No	21
		ARIZONA			
PHOENIX	KPHO-TV	KPHO Bldg.	C. Wester Prod. Mgr.	No	8
		CALIFORNIA			
LOS ANGELES	KECA-TV	Prospect & Talmadge	P. Booth Prog. Dir.	No	....
	KFI-TV	141 N. Vermont Ave.	K. Higgins Prog. Mgr.	No	....
	KLAC-TV	1000 N. Cahuenga Blvd.	F. Henry Prog. Dir.	No	....
	KNBH	1500 N. Vine St.	R. V. Brown Prog. Dir.	No	....
	KTLA	5451 Marathon St.	G. Wright Prod. Coord.	No	....
	KTSL	1313 N. Vine St.	C. Glett V.P. charge of TV	No	....
	KTTV	1025 N. Highland Ave.	R. M. Purcell Prog. Dir.	No	....
SAN DIEGO	KFMB-TV	1375 Pacific Blvd.	Al Flanagan Prog. Dir.	No	....
SAN FRANCISCO	KGO-TV	155 Montgomery St.	B. Wright Prog. Dir.	No	....
	KPIX	Mark Hopkins Hotel	S. Spillman Prog. Dir.	No	....
	KRON-TV	901 Mission St.	P. Crafton Prog. Dir.	No	....
		CONNECTICUT			
NEW HAVEN	WNHC-TV	1110 Chapel St.	J. O'Brien Prog. Dir.	Yes	....
		DELAWARE			
WILMINGTON	WDEL-TV	10th & King Sts.	J. Alshead Prog. Dir.	Yes	....
		DISTRICT OF COLUMBIA			
WASHINGTON	WMAL-TV	724 14th St.	C. Bloomquist Film Ed.	Yes	8¼
	WNBW	Trans-Lux Bldg.	G. Dorsy Asst. Prog. Dir.	Yes	....
	WOIC	40th & Brandywine Sts.	Miss M. Ashburn Film Dir.	Yes	6
	WTTG	12th & E Sts.	J. Huber Film Supvsr.	Yes	2
		FLORIDA			
JACKSONVILLE	WJAX-TV	1 Broadcast Pl.		No	Not on Air
	WMBR-TV	605 S. Main St.	P. Acosta Prog. Dir.	No	15
MIAMI	WTVJ	17 N. W. Third St.	C. N. Lucas Prog. Mgr.	No	....
		GEORGIA			
ATLANTA	WAGA-TV	1032 W. Peachtree St.	W. R. Terry Prog. Dir.	No	18
	WCON-TV	11 Forsyth St., S.W.		No	Not on Air
	WSB-TV	10 Forsyth St., N.W.	J. Hendrix Film Dir.	No	13½
		ILLINOIS			
CHICAGO	WBKB	190 N. State St.	A. Rhone Film Dir.	Yes	15
	WENR-TV	20 N. Wacker Dr.	J. D. Berg Film Dir.	Yes	9
	WGN-TV	435 N. Michigan Ave.	Eliz. Bain Film Dir.	Yes	15
	WNBQ	Merchandise Mart	Isabelle Cooney Film Dir.	Yes	7
ROCK ISLAND	WHBF-TV	18th St. at Third	F. W. Cooke Prog. Dir.	No	Not on Air
		INDIANA			
BLOOMINGTON	WTTV	535 S. Walnut St.	R. Petranoff Prog. Dir.	No	....
INDIANAPOLIS	WFBM-TV	48 Monument Circle	H. L. Kibbey Prod. Dir.	No	10

Kling STUDIOS, INC. CHICAGO
601 North Fairbanks Court
Offices: New York, Detroit, Cincinnati
AMERICA'S LARGEST VISUAL ADVERTISING STUDIO

KPHO-TV Names Petry

APPOINTMENT of Edward Petry & Co. Inc., as exclusive national sales representative for KPHO-TV Phoenix, Ariz., was announced by the station representative last Wednesday. Petry informed agencies and advertisers that KPHO-TV carries "top programs" of the four major TV networks, and choice spot adjacencies are available.

IN WASHINGTON, D. C.
WHO's TOPS IN TV?
SEE PAGE 10
You May Be Surprised!

City	Call Letters	Address	Film Buyer Title	Interconnected Yes-No	Hrs. of Film per Week
IOWA					
AMES	WOI-TV	Service Bldg., ISC Campus	E. Wegener Film-Prod. Dir.	No	20
DAVENPORT	WOC-TV	805 Brady St.	C. Freburg Prog. Dir.	No	....
KENTUCKY					
LOUISVILLE	WAVE-TV	334 E. Broadway	J. H. Boyle Dir. of TV	No	4
	WHAS-TV	6th & Broadway	Ed Driscoll Film Dir.	No	Not on Air
LOUISIANA					
NEW ORLEANS	WDSU-TV	520 Royal St.	Rose Wetzel Film Ed.	No	24
MARYLAND					
BALTIMORE	WAAM	3725 Malden Ave.	H. B. Cahan Prog. Mgr.	Yes	3
	WBAL-TV	2610 N. Charles St.	W. Freiert Prog. Mgr.	Yes	....
	WMAR-TV	Baltimore & Charles St.	D. Stickle Film Dir.	Yes	7½
MASSACHUSETTS					
BOSTON	WBZ-TV	1170 Soldiers Field Rd.	W. G. Swan Prog. Mgr.	Yes	....
	WNAC-TV	21 Brookline Ave.	G. W. Steffy Prog. Dir.	Yes	....
MICHIGAN					
DETROIT	WJBK-TV	500 Temple Ave.	L. Pike Prog. Dir.	Yes	....
	WWJ-TV	622 W. Lafayette	M. Wissman Gen. Prog. Mgr.	Yes	....
	WXYZ-TV	ABC Television Center	Aune Batson Film. Dir.	Yes	4½
GRAND RAPIDS	WLAV-TV	6 Fountain St., N.E.	H. Kaufman Prog. Dir.	No	7¼
KALAMAZOO	WKZO-TV	124 W. Michigan Ave.	E. E. McKean Prog. Dir.	No	Not on Air
LANSING	WJIM-TV	1500 Bank of Lansing Bldg.		No	Not on Air
MINNESOTA					
MINNEAPOLIS-ST. PAUL	KSTP-TV	3415 University Ave.	D. Franklin Prog. Dir.	No	....
	WTCN-TV	50 S. Ninth St.	Judy Bryson Prog. Dir.	No	....
MISSOURI					
KANSAS CITY	WDAF-TV	1729 Grand Ave.	Bill Bates Prog. Dir.	No	8
ST. LOUIS	KSD-TV	1111 Olive St.	H. Grams Prog. Dir.	Yes	....
NEBRASKA					
OMAHA	KMTV	2615 Farnam St.	G. E. Harris Prog. Mgr.	No	12
	WOW-TV	Insurance Bldg.	L. DeMoss Asst. Gen. Mgr.	No	....
NEW JERSEY					
NEWARK	WATV	1020 Broad St.	R. M. Paskow Film Dir.	Yes	40+
NEW MEXICO					
ALBUQUERQUE	KOB-TV	Fifth & Silver	G. S. Johnson Mgr.	No	12
NEW YORK					
BINGHAMTON	WNBF-TV	P.O. Box 48	L. L. Rogers Oper. Mgr.	No	4
BUFFALO	WBEN-TV	Hotel Statler	E. J. Wegman Asst. Prog. Dir.	Yes	5
NEW YORK	WABD	515 Madison Ave.	A. J. Jaeger Dir., Film Dept.	Yes	7¾
	WCBS-TV	485 Madison Ave.	H. A. Theis Dir., Film Operations	Yes	9
	WJZ-TV	7 W. 66th St.	N. Fowler Dir. of Film	Yes	4
	WNBT	30 Rockefeller Plaza	J. Cron	Yes	4
	WOR-TV	1440 Broadway	N. Livingston Dir. of Comm. Prog. Oper.	Yes	4¾
	WPIX	220 E. 42nd St.	Ed Evans Dir. of Film. Progs.	Yes	11
ROCHESTER	WHAM-TV	Rochester Radio City	C. Siverson Prog. Dir.	Yes	7
SCHENECTADY	WRGB	60 Washington Ave.	A. G. Zink Supvsr. of Sta. Progs.	Yes.	4
SYRACUSE	WHEN	101 Court St.	E. P. Roden Prog. Mgr.	Yes	2½
	WSYR-TV	224 Harrison St.			Not on Air
UTICA	WKTV	Smith Hill Rd.	V. Cromwell Film Mgr.	Yes	6
NORTH CAROLINA					
CHARLOTTE	WBTV	Wilder Bldg.	L. Walker Asst. Gen. Mgr. Chg. of TV	No	....
GREENSBORO	WFMY-TV	212 N. Davie St.	T. W. Austin Prog. Dir.	No	4
OHIO					
CINCINNATI	WCPO-TV	2345 Symmes St.	H. LeBrun TV Sta. Dir.	Yes	....

(Continued on Telecasting 20)

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LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV AM-FM-TV

REPRESENTED BY JOHN E. PEARSON CO.

THESE GREAT MARKETS ONE MILLION PEOPLE . . . LOOK FOR TV FROM

WLAV-TV

GRAND RAPIDS, CHANNEL 7

The only Michigan **TV** *Station outside Detroit*

CHEAPER--
BUY THE 1/4 DOZEN!

10% OFF! Advertisers using the three-station facilities of WLW-Television are now entitled to an additional 10% discount.

40% OFF! WLW-Television's summer rates are effective between May 1 and September 30—with discounts up to 40%.

1000% UP! TV set ownership in the WLW-Television area has increased more than 1000% during the last year—totals 157,900 as of February 1.

WLW-TELEVISION

WLW-T CINCINNATI | WLW-D DAYTON | WLW-C COLUMBUS

Crosley Broadcasting Corporation
CINCINNATI 2, OHIO

Color Hearing Resumes

(Continued from Telecasting 3)

one, and portable field pick-up equipment, as well as the tri-color tube work.

Dr. Engstrom, stating the direct-view tri-color tube work was "on schedule" as promised last fall, testified that several types of tubes are in varying stages of progress. "Two of these types are undergoing tests in research model receivers and both show an attractive picture with good resolution and good color," he said. "The other types . . . show considerable promise, although they are not as far advanced in development as the two types which we shall demonstrate. Within the next few weeks we expect to make this demonstration." This meant during March, he said.

The RCA witness explained that this single tri-color picture tube development would mean RCA could produce "in the not too distant future a fully-electronic color television receiver with but 10 to 15 tubes more than for a comparable black-and-white receiver." The RCA 16-inch monochrome table model set now has 27 tubes, he said, and the simplified three-tube color set now at the labs has 64 tubes.

Upon questioning, Dr. Engstrom estimated this meant that a direct view color set will cost only 1½ times a comparable black-and-white set, not counting the tri-color tube itself for which no production cost estimates are available at this early period. He explained that increasing the size of the tri-color tube made its production problem simpler.

He also said the tri-color tube could be used in both the CTI and CBS systems and would eliminate the mechanical features of the latter. Here Comr. Frieda B. Hennock asked what objections of his would then remain to the CBS system and he replied CBS lack of compatibility and performance. He said RCA's system still has better resolution, flicker-freedom, brightness and clarity.

Chairman Wayne Coy pointed out that the Chapin-Roberts automatic adaptor, which allows monochrome sets to reproduce both CBS and RCA color signals in black-and-white, solves the compatibility problem. He indicated that with 4,000,000 sets now on the market and annual production running at the same figure, two-thirds compatibility would be achieved in only two years.

Standards Issue

Regarding standards for color TV, Dr. Engstrom reminded the Commission he had testified last September that within six months RCA could "talk standards" and that it now was ready to do so in view of the great progress realized since that time. He conceded in some respects not all necessary information was available yet, but that these few details would not require further delay.

Reciting considerable detail of RCA field tests and system developments, Dr. Engstrom also informed FCC that "we will shortly have a group of receivers available for use by persons other than members of the RCA technical staff" which would permit public participation in testing of color equipment.

Adrian Murphy, CBS general executive vice president, on Monday afternoon outlined extensive equipment and public reaction tests which CBS has conducted in the field since last November. "Our tests were carried out substantially as planned," he said, "without the assistance of any major equipment manufacturer, and without even the offer of such assistance."

Stressing that CBS has made every effort to supply facts called for by FCC last November upon recessing the hearing, Mr. Murphy invited comparison of the CBS efforts with those of RCA and Radio Mfrs. Assn. "in providing concrete information to assist the Commission in reaching a constructive decision."

He charged that the "delinquence of RMA and RCA in providing their respective shares of the data asked for should not be permitted to frustrate the public interest in the prompt adoption of color."

This charge drew immediate request from Comr. Hennock for specific details. Mr. Murphy said RCA has installed no sets in homes, has given no public showings and not supplied needed cost estimates.

Mr. Murphy outlined the public tests made at the Walker Bldg. in Washington, where 18,000 people saw some 90 shows during Jan. 12-Feb. 1 and Feb. 13-21. These were relayed to Philadelphia and New York where additional public showing was possible. He also reviewed color TV medical demonstrations held in Washington, Chicago and Atlanta in conjunction with Smith, Kline & French Labs., technical tests made by others and equipment refinements. In summary he said:

"The color television tests we have conducted here revealed no specific problems or deficiencies as to fundamental color system, color apparatus, color station operation, or color network operation. Such problems as we did encounter were identical with those met day after day in black-and-white television operations."

Back on the stand Tuesday morning, Mr. Murphy was questioned closely by Edward E. Wheeler, RMA counsel, on CBS' refusal thus far to be represented on RMA's new National Television System Committee, which will work on color standards.

Mr. Murphy said CBS could not join until the network was advised of NTSC objectives, but would participate if assured the committee would consider "non-compatible" as well as compatible color systems and would not be used as a device to delay color.

In response to Comr. Hennock, Mr. Murphy said he felt FCC could adopt either rigid one-system standards for color, or broad standards which would permit the use of more than one system.

He said he would prefer the RCA color system if it were proved to be no more expensive than, and at the same time would out-perform, the CBS system.

Murphy's Stand

Mr. Murphy contended, however, that the RCA system, although "compatible" with present black-and-white standards, could not provide color TV on a network basis at the present time since existing coaxial cables turn RCA color into monochrome. He was reminded that a radio relay now being completed between New York and Chicago will permit transmission of RCA color in color.

Jay W. Wright, CBS chief radio engineer, presented data on color TV interference tests which he said showed that the differences between interferences of the color, CBS 405-line black-and-white, and standard 525-line black-and-white systems to both color and monochrome "are so small that they should permit adoption of the same general allocation standards and the same assignment of channels, regardles of which type of transmission is employed."

In answer to FCC questioning, Mr. Wright said he felt FCC's proposal to separate co-channel stations by about 220 miles should be "modified downward."

Dr. Jack W. Dunlap of Dunlap & Assoc., New York, reported on a survey of doctors' reaction to CBS color TV at the American Medical Assn. meeting in Washington last September.

He said 74.4% of those interviewed considered overall quality of the color pictures to be very

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WTVJ channel 4 MIAMI

17 N.W. 3rd ST., MIAMI, FLA.

DuMONT'S COLOR SYSTEM

To Introduce Unit for Closed-Circuit Use

ALLEN B. DuMONT Labs Inc. today was to introduce a new color television system, designed for closed-circuit broadcasting and of use in medical, industrial and merchandising fields.

The system was to be introduced at the annual convention of the Institute of Radio Engineers in New York (see story page 28).

The DuMont system consists of a camera head including the DuMont electric viewfinder; a revolving lens turret with position for four lenses and focusing control in the camera panhandle; camera control equipment, including facilities for monitoring in operation of the camera up to 1,000 feet from the monitoring equipment; color mixing equipment providing facilities for individual adjustment of each of the system's three basic colors; power supplies in an individual high intensity 12½ inch cathode-ray tube color receiver monitor. The monitors may be installed in quantity.

The system is described by DuMont as high color fidelity, high resolution, wide-band, specifically for non-broadcast applications. It is called model TA-164-A Industrial Color Television System, operates on a broadcast bandwidth of 6 mc, 525 lines at 180 fields per second.

The new system is available commercially, and Dr. Allen B. DuMont, president, DuMont Labs, said its uses would be numerous. "Wherever immediate and accurate sight is necessary for control," he said, "television can help cut time, cut costs and improve efficiency. . . . This system has been designed specifically for the best possible pictorial service and operating efficiency."

good or excellent, with only 5.3% considering it fair or poor; 87.6% said they would prefer a 12½-inch color set over a 16-inch monochrome receiver if the costs were the same; half said they would pay at least $241 for a monochrome set and indicated willingness to pay 26% more for color; 69% of those who had seen TV recently felt color provided greater clearness in detail than black-and-white.

Principal objections to color, he said, were beliefs that certain colors were exaggerated, that color breakup was annoying, that clarity was lacking, and that it was hard on the eyes. Among the 617 persons interviewed, he said, 363 offered only favorable comments, 147 made critical comments, and 90 offered both favorable and unfavorable remarks.

Dr. Dunlap underwent a severe barrage of cross-examination on Wednesday relating to comparisons of color and monochrome made during the Atlanta medical demonstration and their effect on his survey. He indicated he didn't know just what monochrome comparisons were made and felt many other factors besides color vs. monochrome would affect impact, if any, of such comparisons. CBS later told FCC it had not made comparisons. These were first suggested by U. of Pennsylvania physicians and Smith, Kline & French offices directed all comparisons, which were very limited, CBS said.

Asked also why his survey did not include a question on whether the public would pay for a set requiring a mechanical color-wheel, he said he had not been asked by CBS to study this phase. He also said CBS drafted the questions which his firm checked and modified where necessary.

Col. Donald K. Lippencott, San Francisco attorney and engineer, testified at length on CTI technical improvements and equipment, indicating the San Francisco home-base showing was superior to the Washington showing which suffered technical kinks. "Given another year," he said, "we could astonish everyone." CTI's system will not be ready for commercialization until that time, he indicated.

Ready for Standards Talks

Col. Lippencott said CTI was ready for standards talks now, but personally he preferred to wait another year. He contended the CTI system essentially is the simplest, most compatible system and has most possibility of improvement. The witness believed none of the three systems have shown all they can do, but considered CBS' method as complete as it ever will be and hence ready for standards now. He specifically disliked CBS' lower resolution potential.

The CTI witness commended DuMont for its work on tubes for the CTI system and cited the extensive cooperation of RCA in supplying equipment and scarce materials. He said Philco supplied two engineers for a month to help develop a color correction control and other components. In all other contacts both in Washington and San Francisco, CTI received willing aid, Col. Lippencott said.

Commdr. Walter Frazer of the Navy's Washington Photographic Center, Research and Development Dept., appeared to relate success in filming the CBS colorcasts in standard 16 mm-color. He felt all color TV systems could be similarly kinescoped.

Dr. Peter C. Goldmark, inventor of the CBS system, said the Navy achievement meant film networking of color TV has become practical.

Because of repeated concern during the hearing over the CBS system's use of a mechanical color wheel, Dr. Goldmark highlighted the history of color development and explained CBS chose the field sequential system after research in all systems during 1940. The field sequential system makes possible either the color disc or all-electronic reproduction, he said, emphasizing that were it not for the color disc —a temporary device to make color TV practical and inexpensive today —"we would not all be here now."

Picture Quality Is Problem

He contended the "sooner FCC gets used to the idea color is here and acts accordingly, the better it will be." He charged that systems cannot be considered without apparatus, since the quality of the picture actually delivered to the public is the practical problem.

Dr. Goldmark admired RCA for its work on the tri-color tube, but felt that such a tube even if developed could not produce for years the definition and color quality now obtained with the wheel. He said CBS demonstrated an all-electronic receiver to FCC a year ago which won praise, but he personally demands a greater degree of picture perfection.

The CBS system inventor said "we are very enthusiastic" about the Chapin-Roberts automatic adaptor and said that "what the [FCC's] Laurel Labs did in connection with the automatic switch is an excellent example of what can be accomplished if one approaches the problem with a constructive attitude instead of mere destructive criticism."

THEATRE HEARING

50 Participants File

SOME 50 appearances, representing multiple movie, radio and manufacturing interests, have been filed for FCC's initial hearing on requests for an over-all proceeding to establish a special movie-television program transmission service, the Commission reported last week.

No date has been set for the initial hearing, ordered by the Commission in January [TELECASTING, Jan. 16]. Monday was deadline for filing of appearances, NAB and Television Broadcasters Assn. have indicated they will participate. Others with radio interests include RCA, DuMont, Paramount Television Productions Inc. and Balaban & Katz.

Meanwhile, Western Union and American Telephone and Telegraph Co., who indicated they wished to participate, told the Commission such a service should be established as a regular common carrier facility.

NBC-TV 'REVUE'

Three Sponsors Buy Time

THE SECOND EDITION of NBC-TV'S *Saturday Night Revue*, two-and-a half hour variety show, was to be telecast Saturday March 4, with one of its five half-hour periods sold.

The first three sponsors were RCA, United Fruit Co. and Swift & Co. Each bought a single one-minute spot in the 9:30-10 p. m. segment. At week's end NBC-TV believed other sales were near.

NBC-TV salesmen were reinforced on their rounds last week by a healthy Hooperating scored by the program on its first presentation Feb. 25. The average rating of the show in a special Hooper survey in Washington, New York, Chicago and Cleveland was 38.4 for the entire 8-10:30 p. m. spread. By half hours, beginning at 8 p. m., the ratings were 35.5, 37, 39.6, 40.2, and 39.8.

The program stars Jack Carter in the first hour, originating in Chicago, and Burgess Meredith, Sid Caesar and Imogene Coca in the second hour and a half from New York. Guest stars scheduled for last Saturday were Don Ameche and Gertrude Niesen in the Chicago portion and Mischa Elman from New York.

IN WASHINGTON, D. C.
WHO'S TOPS IN TV?
SEE PAGE 10
You May Be Surprised!

fast-growing market!

The San Antonio TV market (less than three months old) already has over 10,269 sets and is growing by leaps and bounds. WOAI-TV presents over 11 hours in weekly local programs which are combined with top shows from three great TV networks, NBC, CBS, ABC. We're building and holding an enthusiastic audience. To entertain and sell South Texas there's no substitute for San Antonio's FIRST television outlet, WOAI-TV.

NBC-CBS-ABC
WOAI-TV
CHANNEL 4
SAN ANTONIO

Represented Nationally by
Edward Petry & Company, Inc.
New York • Chicago • Los Angeles
St. Louis • Dallas • San Francisco
Detroit • Atlanta

Directory of Film Buyers

(Continued from Telecasting 17)

City	Call Letters	Address	Film Buyer Title	Interconnected Yes-No	Hrs. of Film per Week
	WKRC-TV	800 Broadway	R. Ostrander Film Dir.	Yes	20
	WLWT	2222 Chickasaw St.	R. Landers Film Buyer	Yes	*
CLEVELAND	WEWS	1816 E. 13th St.	D. E. Pierce Prog. Mgr.	Yes	4
	WNBK	815 Superior Ave.	P. Worchester Prog. Mgr.	Yes	....
	WXEL	4501 Pleasant Valley Rd.	R. Speirs Prog. Dir.	Yes	....
COLUMBUS	WBNS-TV	33 N. High St.	E. Bronson Sta. Dir.	Yes	....
	WLWC	3165 Olentangy River Rd.	R. Landers Film Buyer WLWT Cincinnati	Yes	*
	WTVN	3720 LeVeque Lincoln Tower	C. Male Prog. Dir.	Yes	....

* Crosley stations use a combined total of 21 hours of film a week.

WMAR-TV

Baltimore Station's Evening Hooper Outstrips Radio

WMAR-TV Baltimore, CBS affiliate owned and operated by the *Sunpapers*, reported last week that it is the first television station in a major American market to outstrip standard radio and emerge with the greatest evening audience in its market.

The Baltimore outlet's claim is based on the TV Station Audience Index published by C. E. Hooper Inc. for the two-month period of December 1949, and January 1950. WMAR-TV reported that its Sunday-through-Saturday average for the 6-10:30 p.m. period was 20.2% of the broadcast—radio and television—audience, and 43.7% of the television audience.

In addition, WMAR-TV said Baltimore, ranked as the nation's sixth city in population, also increased its lead as the country's number one television city. Video viewers in Baltimore for the same two-month period—during the 6-10 p.m. Sunday-through-Saturday averages—amounted to 46.1% of the evening broadcast audience, the station claimed. WMAR-TV also pointed out that this Hooper report is the fifth consecutive one which has put Baltimore at the top of the TV list.

COMMONWEALTH
Currently Serving the Nation's Leading TV Stations
OFFERS
200 SILENT AESOP FABLE CARTOONS
13 SOUND CARTOONS
3 OUTSTANDING SERIALS
10 FRANKIE DARRO ACTION PICTURES
12 CHARLIE CHAPLIN COMEDIES 2 REELS EACH
24 WESTERNS
26 FEATURE PICTURES ALL STAR CAST
For further information and complete list, write to
C-F-T INCORPORATED
COMMONWEALTH
Film and Television, Inc.
723 Seventh Avenue, New York 19, N.Y.

TV'S CHALLENGE

Grabhorn Predicts Trends

RADIO's approach to television is one of "cautious reserve" because TV is AM broadcasting's major challenge, in the opinion of Murray Grabhorn, ABC's vice president in charge of O & O stations. He addressed the Chicago Radio Management Club Wednesday. Radio, however, is "facing TV without fear; has its thoughts on the future and isn't looking back. It will have vast new opportunities ahead," he said.

Mr. Grabhorn thinks television will bring about trends including:

(1) New concepts of show frequency because of high expense, for example, of a 15-minute strip, with advertisers taking a more realistic view of cost in relation to impact; (2) purchase of a dozen or so TV shows per year, similar to ordering magazine color pages; (3) emergence of new advertisers who will provide a large percentage of television's revenue; (4) revision of advertising budgets, with a smoother path for video to walk down, and (5) inclusion of television as both a sales and an advertising budget item, with a resultant release of additional appropriations. Durable goods would come under jurisdiction of the advertising department, with consumer goods relegated to sales, Mr. Grabhorn believes.

City	Call Letters	Address	Film Buyer Title	Interconnected Yes-No	Hrs. of Film per Week
DAYTON	WHIO-TV	45 S. Ludlow St.	J. Hodgkinson Dir. of Oprs.	Yes	8
	WLWD	4595 S. Dixie Highway	R. Landers Film Buyer WLWT Cincinnati	Yes	*
TOLEDO	WSPD-TV	136 Huron St.	Elaine Phillips Film Dir.	Yes	....
		OKLAHOMA			
OKLAHOMA CITY	WKY-TV	Skirvin Tower	H. Andres Adm. Asst.	No	8
TULSA	KOTV	3025 Frankfort	G. Thompson Film Dir.	No	7½
		PENNSYLVANIA			
ERIE	WICU	35th & State Sts.	J. Cook Film Ed.	Yes	1
JOHNSTOWN	WJAC-TV	329 Main St.	F. Cummins Prog. Mgr.	No	10
LANCASTER	WGAL-TV	8 W. King St.	H. Miller Mgr.	Yes	2
PHILADELPHIA	WCAU-TV	1622 Chestnut St.	C. Vanda Dir. of TV	Yes	9¼
	WFIL-TV	Widener Bldg.	W. Tillman Dir. of Film Progs.	Yes	18
	WPTZ	1800 Architects Bldg.	Al Mann Film Dir.	Yes	10
PITTSBURGH	WDTV	Clark Bldg.	L. Arries Jr. Prog. Dir.	Yes	....
		RHODE ISLAND			
PROVIDENCE	WJAR-TV	176 Weybosset St.	J. Orchard Prog. Dir.	Yes	....
		TENNESSEE			
MEMPHIS	WMCT	P.O. Box 311	W. Mount Prog. Dir.	No	....
NASHVILLE	WSM-TV	301 Seventh Ave., N.		No	Not on Air
		TEXAS			
DALLAS	KBTV	M & W Tower Bldg.	L. DuPont Prog. Mgr.	No	....
	KRLD-TV	Herald Sq.	R. George Prog. Dir.	No	....
FORT WORTH	WBAP-TV	3900 Barnette St.	L. Trammell Film Dir.	No	45
HOUSTON	KLEE-TV	Milby Hotel	M. Johnson Chief of Oprs.	No	5
SAN ANTONIO	KEYL	Transit Tower Bldg.	J. C. Sanford Gen. Mgr.	No	....
	WOAI-TV	P.O. Box 2641	H. Youngblood Jr. Film Mgr.	No.	6
		UTAH			
SALT LAKE CITY	KDYL-TV	143 S. Main	D. Rainger Prog. Dir.	No	....
	KSL-TV	Union Pacific Bldg.	D. L. Murdoch Dir. TV Oprs.	No	....
		VIRGINIA			
NORFOLK	WTAR-TV	Nat'l Bank of Com. Bldg.	H. Hathaway Prod. Mgr.-Dir.	No	Not on Air
RICHMOND	WTVR	3301 W. Broad St.	C. Rainhard Prog. Dir.	Yes	....
		WASHINGTON			
SEATTLE	KING-TV	Smith Tower	L. Schulman Prog. Dir.	No	....
		WEST VIRGINIA			
HUNTINGTON	WSAZ-TV	W. Va. Bldg.	J. Ferguson Prog. Dir.	No	5
		WISCONSIN			
MILWAUKEE	WTMJ-TV	720 E. Capitol Dr.	J. Robertson Prog. Mgr.	Yes	....

Film Report

MADEMOISELLE magazine to launch series of one-minute television films based on fashions from each issue, according to **Betsy Talbot Blackwell**, editor-in-chief. Program involves unusual four-way production and distribution tie-up which includes magazine, fashion manufacturers, department stores and **Vista Productions**, New York, which will produce films. Manufacturers whose merchandise is featured will pay production cost. First series of three will be based on bridal fashions from April brides issue. **Edward P. Rosenbaum** of Vista Productions will supervise film production and distribution. **Winik Films Corp.**, New York, to work with Vista on filming.

Cardinal Co., Hollywood, will film its five weekly quarter-hour *Sleepy Joe* program which features **Jimmy Scribner**, and syndicate it for TV as all puppet-marionette show. It was formerly five weekly live feature on KECA-TV Los Angeles. . . . **Telepix Corp.**, Hollywood, has completed one-minute singing commercial for **Lawry's Seasoned Table Salt**. Agency: **California Advertising**, Hollywood. Firm recently completed television slides for **Hudson Dealers**, Los Angeles, through **Lisle Sheldon Advertising**, that city. Same firm produced three one-minute TV film commercials for **Columbia Mills** (window screens), Los Angeles. Agency: **Taggart & Young**, Hollywood.

Guy Warren, radio and television director, **D. P. Brother & Co.**, Detroit, in Hollywood to supervise filming of commercials by **Jerry Fairbanks Productions**, for **Oldsmobile**. Signed to appear in current spots now in production are Eddie Bracken, Virginia Bruce, Gale Robbins, Ginny Simms and Marjorie Reynolds. **Town & Country Topic Productions**, Los Angeles, filmed scenes at **Date Festival** at **Riverside County Fair**, Indio, Calif., for TV showings.

AGENCY GUIDE

AAAA Readies Check Lists

THREE check lists to guide agencies in the purchase of talent, programs and films for television are in preparation by the committee on radio and television production of the American Assn. of Advertising Agencies, it was learned last week.

The committee, at a meeting in New York last week, decided to draw up the check lists to advise agencies in the intricacies of television production contracts. The guides will not be completed for some time. Chairman of the committee is Walter Craig, vice president in charge of radio and television of Benton and Bowles, New York.

Te-Ve

Drawn for TELECASTING by John Zeigler

PHONEVISION FILM

McDonald Hits RKO Refusal

COMMDR. E. F. McDONALD Jr., president of Zenith Radio Corp., Feb. 27 chided RKO Radio Pictures for being the first to refuse to rent film to Zenith for use on its 90-day commercial test of Phonevision.

In a letter to Gordon E. Youngman of the film concern, Commdr. McDonald noted that "television is hammering on the doors of the movie, radio, theatrical and a number of other allied industries. . . . It's a shame that some of the executives in these industries don't seem to be home."

The Zenith president said it was his opinion that both his company and the film company should "do everything we can to welcome the advent of television and cooperate mutually to make the most and wisest use of its promise. If we don't there are plenty of other people standing in line who will," he stated.

Observing that the movie industry's distribution system "has been traveling in the same old sailing ship for more than 40 years," he said the structure was "never completely sound." He continued:

> The sails (exhibitors) have always been too heavy for the hull, but the ship did all right because your industry has, for the most part, enjoyed smooth sailing in the trade winds. Now television has come along and begun shooting the sails full of holes. Moreover the old hull is beginning to show some leaks, and the sails are too far gone for repair. Your industry had better try out the new lifeboat, Phonevision, before your ship sinks any further and leaves you floundering.

Commdr. McDonald said the fundamental question about Phonevision is "how much movie entertainment will people pay for in their homes?"

"If that answer to that question is worth a half million dollars to me," he continued, "it's certainly worth a half billion to you. But this test is on me."

TV FILM ISSUE

TVA Charges SAG Impedes Action

THE TELEVISION AUTHORITY, an amalgam of talent unions, last week charged the Screen Actors Guild with impeding peaceful settlement of the jurisdictional dispute over television film.

George Heller, national executive secretary of TVA, in a letter to the SAG board of directors, accused the guild of taking "a backward step on the road to peace."

A month ago SAG advised TVA that "further exploration of partnership would appear to be a waste of time" if the guild were not granted the right to decide rates and conditions for film television and for the re-use of film on TV stations.

In his letter, Mr. Heller wrote:

> TVA is convinced that the principle of re-use of film or kinescope is one of the most important objectives to be obtained in any collective bargaining agreement to be negotiated on behalf of television performers.
>
> SAG's proposal would mean that many thousands of performers who are not members of the Screen Actors Guild must submit to a decision in this vital matter without having their own wishes recognized and without permitting those members a part in determination of this most important issue.
>
> Partnership arrangement presupposes that both partners would have an interest and vote in matters affecting the partnership. What the Screen Actors Guild evidently proposes is an empty partnership arrangement where one partner, the Screen Actors Guild, would have the sole determination of the most important single objective desired by television performers—namely, the reuse of film principle. TVA in good conscience cannot accept such a proposal.

Separate Meetings Proposed

The SAG also had proposed that separate membership meetings of TVA and SAG be held, in contradiction to the TVA stand for joint membership meetings.

Mr. Heller objected to this rejection of the proposal for joint membership meetings. Separate meetings he said, "would continue a deadlock and thus not afford the performers working in television their democratic rights of self-expression and determination."

Mr. Heller told the SAG board that TVA "regretfully concludes that the latest Screen Actors Guild proposals make extremely difficult the resolution of our present differences, and we most earnestly urge that the circumstances warrant that the Screen Actors Guild reconsider its position so that together we can go forward in the interests of our joint membership."

CBS FILM PLANS

Will Explore, Says Stanton

ALTHOUGH CBS does not intend to branch out into motion picture production, it will explore the fullest potentials of filming programs for TV in Hollywood.

So declared Frank Stanton, CBS president at a Hollywood news conference last Tuesday. Such assignments, under CBS supervision, would be farmed out to motion picture units set up for that purpose, he advised. Considerable experimenting will be done on 35mm.

Films are better quality than kinescope, he conceded, but the cost factor makes them prohibitive at present because the medium's circulation is relatively small for high priced shows. Music also is a deterring factor in films for TV at this time, he reminded.

Dr. Stanton stated that a better job can be done by live telecasting, but filming of shows will open up the vast reservoir of talent available in Hollywood.

Spiking contrary reports, Dr. Stanton declared that there are no negotiations under way at this time for the network to acquire its own Hollywood TV station.

"We are happy with our present Los Angeles *Times* partnership," he said, adding, "however, we might find it advantageous to own our own station here due to importance of this originating point."

He was in Hollywood to participate in a CBS affiliates meeting last Monday (see story, page 41).

behind this door

TELEVISION SHORTS

are being made..
to advertise and
sell products.

Vogue-Wright Studios

DIV. OF ELECTROGRAPHIC CORP.

237 EAST ONTARIO STREET
CHICAGO 11, ILLINOIS

TV Network Gross

(Continued from Telecasting 3)

purchases of $600,120 for Liggett & Myers Tobacco Co. and National Biscuit Co.

Smoking materials — cigarettes, tobaccos, lighters—were the leading class of goods advertised on network TV during the year, with automotive advertising second and food advertising third. Advertising of radios and TV sets ranked fourth, with toilet goods advertising fifth. For the month of December the same five product groups led in amount of time used on the TV networks, but their order was different than for the full year: Automotive advertising was first, smoking materials second, radios and TV sets third, foods fourth and toiletries fifth. (See Table IV for product group breakdowns for December and the year.)

Table V lists the leading TV network advertiser in each product group. A full list of TV network users during 1949, with the amount spent by each, follows:

ADMIRAL CORP. 471,816
All Products 300,137
Radios, Radio - Phonographs, TV Sets, Refrigerators, Electric Ranges 171,679
ALLIS CHALMERS MANUFACTURING CO. 4,275
Farm Equipment
AMERICAN BAKERIES CO. 8,910
Bakery Products
AMERICAN HOME PRODUCTS CORP. 37,160
Kolynos, Anacin
AMERICAN JEWISH CONGRESS ... 1,485
American Jewish Congress
AMERICAN TOBACCO CO. 271,260
Lucky Strike Cigarettes 223,380
Pall Mall Cigarettes 47,880
AVCO MFG. CO. (Crosley Div.) 259,735
Radios, Television Sets, Home Appliances
BALLANTINE, P., & SONS 152,878
Beer & Ale
BARBASOL CO. 39,200
Shaving Cream
BATES MFG. CO. 32,300
Bates Textiles
BELL & HOWELL CO. 29,752
Motion Picture Cameras, Projectors & Equipment
BIGELOW-SANFORD CARPET CO. .. 193,111
Carpets
BLOCH BROS. TOBACCO CO. 27,000
Mail Pouch Tobacco
BONAFIDE MILLS INC. 191,850
Linoleum
BOND STORES INC. 19,575
Wearing Apparel
BRISTOL-MYERS CO. 170,946
Ipana Toothpaste 58,730
Mum, Vitalis, Benex 60,166
Other Products 52,050
BRUNSWICK-BALKE-COLLENDER CO. 5,870
Bowling Equipment
CANADA DRY GINGER ALE INC. .. 86,082
Ginger Ale, Sparkling Water, Flavor Beverages
CHESEBROUGH MANUFACTURING CO. 93,165
Vaseline Products
CITIES SERVICE CO. 41,145
Gasoline & Oil
CLUETT, PEABODY & CO. INC. 48,720
Neckwear, Sportswear, Men's Shirts, Collars
COLGATE-PALMOLIVE-PEET CO. .. 289,535
Dental Cream, Vel, Lustre Cream
COURNAND, E. L., INC. 1,800
Walco Tele-Vue Lens
DRUG STORE TELEVISION PRODUCTIONS 161,600
Drug Products
DUMONT, ALLEN B., LABS INC. ... 340,671
Television Receivers
ELECTRIC AUTO-LITE CO. 103,781
Spark Plugs, Batteries, Auto Accessories
EMERSON RADIO & PHONOGRAPH CORP. 44,000
Emerson Products
FIRESTONE TIRE & RUBBER CO. ... 144,840
Tires & Tubes
FORD MOTOR CO. 443,705
Automobiles 396,630
Automobiles & Trucks 47,075
GENERAL ELECTRIC CO. 192,928
Electrical Appliances 4,238
G. E. Lamps 11,340
All Products 177,350
GENERAL FOODS CORP. 365,697
Jell-O 119,995
Maxwell House Coffee 150,415
Sanka Coffee 95,287
GENERAL MILLS INC. 75,027
Cereals
GENERAL MOTORS CORP. 664,511
Automobiles 172,520
Chevrolet Cars 309,963
Chevrolet Cars & Trucks 24,813
Buick Cars 147,250
Oldsmobile 7,680
Pontiac 2,285
GILBERT, A. C. CO. 21,760
Model Trains
GILLETTE SAFETY RAZOR CO. 174,990
Razors & Razor Blades, Shaving Cream
GOODRICH, B. F., CO. 132,595
Tires, Tubes & Other Rubber Products
GOODYEAR TIRE & RUBBER CO. .. 56,855
Passenger Car Tires & Life Guard Tubes
GULF OIL CORP. 214,770
All Gulf Products 98,910
Gasoline, Oil, Lubricants, Tires, Insecticides 47,550
Gulf Gas & Oil, Tires, Etc. 68,310
HOUSEHOLD FINANCE CORP. 61,375
Institutional
ILLINOIS WATCH CASE CO. 10,610
Compacts, Cigarette Cases, Lighters, Jewelry Novelties
INTERNATIONAL CELLUCOTTON PRODUCTS CO. 61,512
Kleenex
INTERNATIONAL SHOE CO. 46,440
Shoes
INTERNATIONAL SILVER CO. 80,647
Sterling, 1847 Rogers Bros.
KELLOGG CO. 128,712
Cereals
LARUS & BROS. TOBACCO CO. 9,360
Edgeworth Tobacco
LEE, FRANK H., CO. 30,363
Hats
LEVER BROS. CO. 162,050
Lipton's Tea & Noodle Soup Mix 65,240
All Lever Products 96,810
LIBBY, McNEILL & LIBBY 24,780
All Products
LIGGETT & MYERS TOBACCO CO. . 594,440
Chesterfield Cigarettes
LIONEL CORP. 1,560
Lionel Trains, Accessories
LONGINES-WITTNAUER WATCH CO. 6,925
Watches
LORILLARD, P., CO. 397,781
Old Gold Cigarettes
LOWE, JOE, CORP. 36,062
Popsicle
MAIDEN FORM BRASSIERE CO. ... 15,840
Brassieres
MARS INC. 37,350
Candy
MASLAND, C. H., & SONS 46,320
Rugs & Carpets
MASON, AU, & MAGENHEIMER CONFECTIONERY MANUFACTURING CO. 28,815
Candy
MAY, GEORGE S., CO. 5,515
Business Engineering Services
MILES LABS INC. 70,170
Alka Seltzer & Vitamins
MOHAWK CARPET MILLS INC. 307,770
Rugs & Carpets
MORRIS, PHILIP, & CO., LTD. INC. 241,127
Cigarettes
MOTOROLA INC. 34,230
Radios & Television Sets
NASH-KELVINATOR CORP. 32,400
Refrigerators & Electric Ranges
NATIONAL BISCUIT CO. 5,680
Dog Biscuits
NATIONAL DAIRY PRODUCTS CORP. 453,990
Dairy Products 168,990
Mayonnaise 285,000
PABST BREWING CO. 96,951
Pabst Beer
PAL BLADE CO. INC. 52,452
Pal Razor Blades
PHILCO CORP. 327,150
Radios & Television Sets
PHILLIPS PACKING CO. INC. 46,572
Phillips Soups
PIONEER SCIENTIFIC CORP. 12,300
Polaroid Filters
PROCTER & GAMBLE CO. 107,310
Ivory, Crisco, Duz
QUAKER OATS CO. 4,000
Ken-L-Ration
RADIO CORP. OF AMERICA 900,405
Various RCA Products, Radio & Television Sets
REYNOLDS, R. J., TOBACCO CO. ... 726,400
Camel Cigarettes
ROCKWELL MANUFACTURING CO. 11,643
Delta Homecraft Power Tools
RONSON ART METAL WORKS INC. 19,350
Lighters & Metal Giftware
SAGNER'S, A., SON INC. 10,960
Northcool Suits & Englishtown Men's Clothes
SCHENLEY INDUSTRIES INC. 34,770
Blatz Beer
SCOTT PAPER CO. 34,660
Paper Towels
SEEMAN BROTHERS INC. 15,840
Air Wick
SHEAFFER, W. A., PEN CO. 21,760
Pens & Pencils
SOCONY-VACUUM OIL CO. 7,920
Gasoline & Oil
SPEIDEL CORP. 68,380
Watchbands
STANDARD OIL CO. OF INDIANA .. 42,585
Gasoline & Oil 32,385
Ameco Gas & Oil 10,200
STANDARD OIL CO. OF NEW JERSEY 39,016
Gasoline & Oil
STEIN, A., & CO. 22,844
Paris Garters, Belts, Suspenders
STERLING DRUG INC. 6,748
All Products
SUN OIL CO. 72,958
Gas, Oil & Accessories
SWIFT & CO. 126,998
Meats, Cheese, Other Products ... 79,410
Peter Pan Peanut Butter 47,588
TEXAS CO. 297,640
Institutional 7,490
Texaco Gas, Oil, Grease 290,150
TEXTRON INC. 18,720
Wearing Apparel
TIME INC. 131,663
Institutional for Life, Time and/or Fortune
TRIMONT CLOTHING CO. 20,718
Clipper Craft Clothes
UNION OIL CO. OF CALIFORNIA .. 3,575
Institutional
UNIQUE ART MFG. CO. 59,345
Mechanical Toys
UNITED CIGARS-WHELAN STORES CORP. 13,050
Various Products
U. S. RUBBER CO. 38,496
Keds Sneakers
U. S. TOBACCO CO. 96,960
Model, Old Briar, Dill's Best, Tweed Tobacco
VICK CHEMICAL CO. 4,200
Vicks, Va-Tro-Nol, Vapo Rub
WESTINGHOUSE ELECTRIC CORP. .. 181,390
All Products
WINE ADVISORY BOARD 41,590
Institutional
YOUNG PEOPLE'S CHURCH OF THE AIR 31,271
Institutional

PICTOSOUND PRODUCTIONS

Complete Facilities
for
TV Spots - Programs

Live and Animated
Photography

4010 LINDELL BLVD.,
St. Louis 8, Mo.
LUCAS 5900

TABLE IV

GROSS TV NETWORK TIME SALES FOR EACH PRODUCT GROUP

	December 1949	Jan.-Dec. 1949
1. Agriculture & Farming	$.....	$ 4,275
2. Apparel, Footwear & Access.	15,780	284,801
3. Automotive, Automotive Equip. & Access.	394,030	1,546,287
4. Aviation, Aviation Equip. & Access.	.....	.....
5. Beer, Wine & Liquor	62,901	291,429
6. Building Materials	.....	.....
7. Confectionery & Soft Drinks	22,608	188,309
8. Consumer Services	16,575	66,890
9. Drugs & Remedies	57,058	242,718
10. Entertainment & Amusements	.....	.....
11. Food & Food Products	210,058	1,331,987
12. Gasoline, Lubricants & Other Fuels	107,260	670,544
13. Horticulture	.....	.....
14. Household Equipment	97,120	457,218
15. Household Furnishings	121,288	627,848
16. Industrial Materials	.....	11,643
17. Insurance	.....	.....
18. Jewelry, Optical Goods & Cameras	31,692	103,857
19. Office Equipment, Stationery & Writing Supplies	5,040	21,760
20. Publishing & Media	.....	131,863
21. Radios, TV Sets, Phonographs, Musical Instruments & Access.	262,702	1,254,977
22. Retail Stores	8,156	19,575
23. Smoking Materials	312,104	2,290,488
24. Soaps, Polishes & Cleansers	17,280	107,310
25. Sporting Goods & Toys	19,830	88,535
26. Toiletries & Toilet Goods	151,974	914,750
27. Transportation, Travel & Resorts	.....	.....
28. Miscellaneous	10,491	40,851
TOTAL	$1,921,166	$12,294,513

TABLE V

TOP TV NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN DECEMBER 1949

1. Agriculture & Farming	.....	$.....
2. Apparel, Footwear & Access.	International Shoe Co.	9,540
3. Automotive, Automotive Equip. & Access.	Ford Motor Corp.	106,980
4. Aviation, Aviation Equip. & Access.	.....	.....
5. Beer, Wine & Liquor	P. Ballantine & Sons	22,800
6. Building Materials	.....	.....
7. Confectionery & Soft Drinks	Canada Dry Ginger Ale Inc.	13,278
8. Consumer Services	Household Finance Corp.	14,575
9. Drugs & Remedies	Drug Store Television Prod.	33,750
10. Entertainment & Amusements	.....	.....
11. Food & Food Products	Nat'l Dairy Products Corp.	88,745
12. Gasoline, Lubricants & Other Fuels	Texas Co.	41,900
13. Horticulture	.....	.....
14. Household Equipment	Westinghouse Electric Corp.	41,900
15. Household Furnishings	Mohawk Carpet Mills	57,510
16. Industrial Materials	.....	.....
17. Insurance	.....	.....
18. Jewelry, Optical Goods & Cameras	Speidel Corp.	26,300
19. Office Equipment, Stationery & Writing Supplies	Wm. A. Sheaffer Pen Co.	5,040
20. Publishing & Media	.....	.....
21. Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	113,430
22. Retail Stores	Bond Stores Inc.	8,156
23. Smoking Materials	Liggett & Myers Tob. Co.	79,380
24. Soaps, Polishes & Cleansers	Procter & Gamble	17,280
25. Sporting Goods & Toys	Unique Art Mfg. Co.	8,520
26. Toiletries & Toilet Goods	Colgate-Palmolive-Peet	33,940
27. Transportation, Travel & Resorts	.....	.....
28. Miscellaneous	Young People's Church of the Air	10,091

PIB JAN. REPORT

3 Networks Bill $1,901,294

PUBLISHERS Information Bureau reported last week that gross billings of ABC, CBS, and NBC television networks in January 1950 were $1,901,294. DuMont figures were not available.

PIB figures follow:

NETWORK TELEVISION

	January 1950	January 1949
ABC	$234,069	$6,273
CBS	625,072	104,989
DUMONT	——	51,330
NBC	1,042,153	260,693
TOTAL	$1,901,294	$423,285

JOHNS Hopkins U. and WMAR-TV Baltimore jointly sponsor 16-week lecture course entitled "A General Introduction to Television," open to regular students or any interested persons.

When is a dot not a dot?

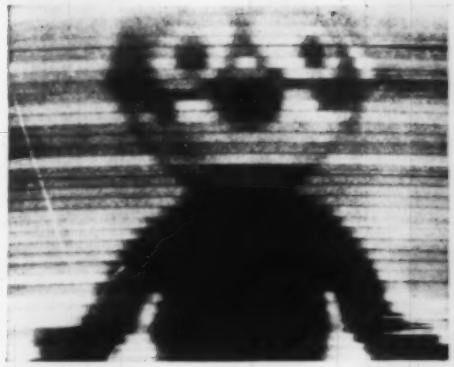
Look carefully at the pictures on this page, to see how television creates an image

•

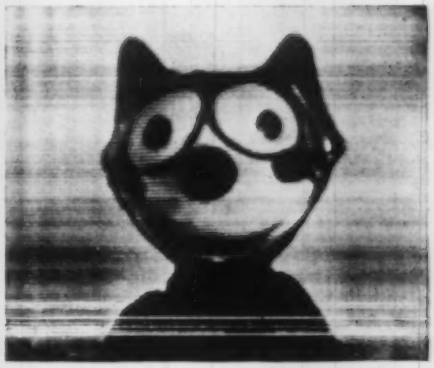
No. 2 in a series outlining high points in television history

•

Photos from the historical collection of RCA



Felix the Cat was the "stand-in" when this 60-line image was made *mechanically* in tests at NBC's first experimental television station.



Improved definition is obvious to anyone in this *all-electronic* 120-line image of Felix—transmitted in the early days of NBC television.

By increasing the number of scanning lines to 441 lines in each picture frame, RCA scientists gave us a sharper, clearer television image.

And here you see the deep blacks, clear whites, and subtle halftones as transmitted by NBC with our present 525-line scanning system.

• As parlor magicians say: "The hand is quicker than the eye!" But modernize the statement so that it becomes: *Television magic is quicker than the eye*—and that's why you see a photographic image in motion . . . where actually there is only a series of moving dots!

To explain this to laymen, ask them to examine a newspaper picture through a magnifying glass.

Surprisingly, few people know that newspaper pictures are masses of tiny dots "mixed" by the eye to make an image. Even fewer know that the same principle creates a television picture . . . and, when picture after picture comes in rapid succession—30 a minute—the eye sees motion.

Devising a successful way to "scan" an image—to break it into dots which could be transmitted as electrical impulses—was one of television's first basic problems. Most of the methods dreamed up were *mechanical*, since electronics was then a baby science. You may remember some of the crude results transmitted mechanically over experimental television stations.

Television as we now know it, brilliant images on home receivers, begins with the invention of the *iconoscope* tube by Dr. V. K. Zworykin of RCA Laboratories. First all-electronic "eye" of the television camera, this amazing tube scans an image—"sees" it even in very dim light—translates it into thousands of electrical impulses which are telecast, received, and re-created as sharp, clear pictures in black-and-white—on the phosphorescent screens of today's home television receivers.

And, just as the first flickering "30-line" pictures—produced mechanically—eventually became our present sharp 525-line images, so the iconoscope itself was improved until it became today's supersensitive RCA image orthicon television camera. All-electronic, the image orthicon peers deep into shadows, needs only the light of a candle to see and transmit dramatic action.

But every single television development made by scientists at RCA Laboratories depends, in the end, on a basic physiological fact: When the human eye sees a series of swift-moving dots racing in sequence across a television screen, it automatically "mixes" them into a moving photographic image!

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

FIRST... ...with a SLIM TRIM DYNAMIC for TV

• New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response • More Rugged, More Versatile • Individually Laboratory Calibrated

Here, *for the first time*, you have a slim, trim microphone with all the advantages of *dynamic* performance and utility! Only because of the ingenious *Acoustalloy* diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

You can use the *TV 655* on a stand, in the hand, or on a boom...or you can easily conceal it in studio props. *No additional closely-associated auxiliary equipment is required!* Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy.

Fully field tested and proved...the *TV 655* gives you custom-built quality, *plus* complete, rugged versatility. It's your answer to complex microphone problems in studio and remote telecasting and broadcasting, indoors and outdoors. Ideal, too, for special events announcing, sportscasting, audience participation, street interviews, recording and high quality sound amplification.

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone. Choice of durable, gleaming Alumilite or brown baked enamel finish. **Model 655.** *List Price*.....**$200**

RESPONSE:
40-15,000 C.P.S.
± 2.5 DB

POWER RATING: −53

OMNIDIRECTIONAL

ACOUSTALLOY DIAPHRAGM

CHANGEABLE LOW IMPEDANCE

REMOVABLE SWIVEL

½" OR ⅝"-27 THREAD MOUNTING

CANNON XL-3 CONNECTOR

ALL PARTS PRECISION GROUND

Model 655A. Similar, but with acoustically-treated, pop-proof strong wire-mesh grille head. Stops wind and breath blasts. Eliminates wind rumble in outdoor pickup. List Price **$200**

Shows the popular Patsy Lee with the TV 655. Note how swivel permits aiming at sound source without hiding face.

Shows TV 655 in the hand with swivel removed. Note how convenient it is to handle for announcing or interviewing.

Shows TV 655 suspended on a boom. Omnidirectional polar pattern and firm swivel permits easy, diverse use.

Electro-Voice INC.

402 CARROLL STREET • BUCHANAN, MICHIGAN

Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab

Telecasting Insert

Pull Out for Filing

SPORTS RIGHTS

Court Dismisses WMAN Suit

WMAN Mansfield, Ohio's writ of mandamus and an injunction sought against the Mansfield Board of Education, so that the station might broadcast local high school basketball games live [BROADCASTING, Feb. 13], has been dismissed by Richland County Common Pleas Judge G. E. Kalbfleisch.

In handing down his opinion, Judge Kalbfleisch stated that the record evidence in the case did not disclose that the board of education controls, promotes or supervises the events set forth in the WMAN action. "The law in Ohio does not authorize the board of education to promote, finance, conduct, control or supervise said events," the judge said.

After the court ruling Feb. 17, J. Martin O'Hara, WMAN president and general manager, said the question will be taken before the Mansfield High School athletic board.

Prior to the court hearing, the school board expressed willingness to permit WMAN to broadcast the games live on a four year contract. Station heretofore has had to tape record games for broadcast later. However, the two stipulations—to which WMAN would not comply—were that the game broadcasts be unsponsored and that WMAN would have to carry every game for the four-year period, barring mechanical failure, or the contract would be null and void. Seeking to enlist public support, WMAN reported receiving over 10,000 letters supporting its stand.

Will Examine CBC

PARLIAMENT is to appoint a radio committee soon, it was announced at Ottawa last week. The committee will examine operations of the Canadian Broadcasting Corp.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

News

ORLANDO W. BRADEN joins WFCB Dunkirk, N. Y., as news editor and commentator.

MICHAEL BLANCARD, formerly with KFEQ and KRES St. Joseph, Mo., joins news staff at WCAW Charleston, W. Va.

MARK SCOTT, formerly with United Artist Television, named sports director at WLOW Norfolk. He will handle baseball broadcasts for station this year, as he has done for three seasons.

Mr. Scott

HARRISON DILLARD, Olympic track star, now has his own sports program over WERE Cleveland every Wednesday evening, while still participating in track events across the country.

JOSH BARRY, formerly sports director and sportscaster at WFTL-WGOR (FM) Ft. Lauderdale, Fla., joins WNOR Norfolk sports staff.

GRANT HOLCOMB, KCBS San Francisco news chief, named chairman of radio writing division of San Francisco Press Club's annual scholarship contest. Award program will be broadcast over KCBS on April 29.

'BALTIMORE GAG'

Court Repeals Rule 904E

PROVISION of a Baltimore Supreme Bench rule restricting broadcast and published reports of crime news (Rule 904E) has been repealed by the court. The paragraph had been invalidated by the Maryland Court of Appeals [BROADCASTING, June 13, 1949]. This decision was upheld by the U. S. Supreme Court [BROADCASTING, Jan. 16].

Four Baltimore stations and a commentator had been cited for contempt under the rule but the charges were dropped after the state court's decision. The disputed paragraph barred dissemination of news about a crime from time of arrest until trial. The Baltimore court made it plain that the rest of Rule 904, covering contempt, remains in operation.

Helfer Named

APPOINTMENT of Al Helfer, veteran sports personality, as "sports voice" for MBS beginning last Saturday (March 4) has been announced by Paul Jones, Mutual's sports director. Mr. Helfer, who will describe major sports events for the network, began his own sports program Saturday, 6:30 to 6:45 p.m., and an afternoon *Sports Parade*, 4:30 to 5 p.m. He will handle MBS' "Game of the Day" series, to be launched April 18 as a six-a-week weekly network feature [BROADCASTING, Feb. 27].

Advertisement

From where I sit *by* Joe Marsh

How to Get That Homework Done

Miss Gilbert, our grammar school principal, spoke the other night at the regular Parent-Teachers' meeting, on getting children to do their homework when they want to sit and listen to the radio.

"We mustn't give them a flat 'no'," Miss Gilbert said. "If we adults *really* believe in tolerance and moderation, we should instill these qualities in our children. Listening to the radio is fine—in *moderation*—as long as homework gets done, too."

From where I sit, the lady was dead-right. This radio vs. homework problem is a wonderful way to see to it that our youngsters acquire the good, sensible moderate habits they'll need later on in life.

I've never believed in hard and fast rules—except where absolutely necessary. Let the other fellow do as he likes, as long as he's temperate and tolerant. Guess that's why I've never felt we should quarrel with the fellow who is partial to a glass of beer—the "Beverage of Moderation."

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Press breaks down — but $2.88 keeps editions rolling

Press broke down at 5 P.M., at end of evening edition's run. But publisher got replacement parts in a hurry just as he gets electros, mats, news photos —by Air Express. 18-lb. carton traveled 500 miles; delivered by 11 P.M. Shipping charge $2.88. Morning edition published as usual.

Air Express is the best air shipping buy to keep any business rolling, since low rates always include door-to-door delivery service. Air Express answers your problems because it's *fastest* and *most convenient*.

All Scheduled Airline flights carry Air Express. So shipments *keep moving*. Every business can profit from regular use of Air Express. Improves customer service; manpower or equipment never stands idle.

Only Air Express gives you all these advantages

World's fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline offices.
Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

Commercial

CARL WARD named general sales manager of WCCO Minneapolis. He joined station in 1945 as promotion manager and became member of sales staff in 1948. **ARMIN FURCH**, formerly with WMAW Milwaukee, joins station's sales staff.

Mr. Ward

DOUG FISHEL, former commercial manager of KREO Indio, Calif., and KGVO Missoula, Mont., joins KXO El Centro, Calif., as an account representative.

ADAM J. YOUNG Jr. Inc. named as national representative for WINX Washington.

JAMES H. LEE, formerly manager of Ewing outlet, WVIM Vicksburg, Miss., appointed commercial manager of Ewing's WMIS Natchez, Miss.

WESTERN RADIO SALES named Pacific Coast representative of KVOE Santa Ana, Calif. **DONALD COOKE Inc.** appointed KVOE representative for rest of country.

BOB LEE, formerly commercial manager of CKEY Toronto, becomes national sales representative of CHUM Toronto in Toronto area.

JOHN D. ROVICK, director of program operations and film director of KTTV Los Angeles, named sales service coordinator. He succeeds **RALPH G. TUCHMAN**, who was shifted to special assignment on KTTV *Newsreel*.

DORA C. DODSON resigns as southern manager of Joseph Hershey McGillvra Inc., station representative, effective March 13. Successor will be named soon, according to company.

J. LESLIE FOX, formerly Los Angeles manager of Paul H. Raymer Co., station representative, joins KALI Pasadena, as account executive.

TRANSIT RADIO Inc. named national sales representative of The Metropolis Co., operating through WJHP-FM Jacksonville, Fla.

WILLIAM B. ESTES, formerly station manager for WGAA Cedartown, Ga., joins commercial staff of WSB-AM-TV Atlanta, Ga.

FEN JOB appointed commercial manager of CKEY Toronto, replacing **BOB LEE**, (see above).

WARD INGRIM, vice president in charge of sales for Don Lee Broadcasting System, Hollywood, is in New York for two weeks conferring with officials of John Blair Inc., national sales representative, and also contacting clients on future business.

IRA MORTON, formerly of Jones Frankel Agency, Chicago, joins Headley-Read Co., station representative, same city, as salesman. He is author of new syndicated television column, "Watching All Channels."

ROGER STICHT, formerly assistant program director of WWDC Washington and commercial salesman for WWDC-FM, named to WWDC sales staff.

AL MADDEN, formerly CBS network salesman, joins KCBS San Francisco sales staff.

DON MACLEOD, ex-commercial manager of CHUM Toronto, appointed commercial manager of CKNW New Westminster, B. C.

Mr. Macleod

FERDY BAGLO, CKNW music director, leaves that post to become account executive. **AL KLENMAN** leaves CKMO Vancouver, B. C., to become account executive at CKNW. **WARREN JOHNSTONE**, on leave of absence from CKNW for past year, returns to station as account executive.

BRUNDIGE TO WPEN
Will Air Phillies Games

BILL BRUNDIGE, sportscaster at WINX Washington, has resigned to handle broadcasts of the Philadelphia Phillies 1950 baseball games over WPEN Philadelphia. Beginning with the exhibition schedule starting March 11, Mr. Brundige and Gene Kelly, formerly with WTOP Washington, will broadcast both home and road games [BROADCASTING, Feb. 27].

In addition to WINX, Mr. Brundige has served with Washington outlets WOL and WOIC (TV) and has freelanced on WMAL-TV and WTTG (TV) and on MBS and NBC. N. W. Ayer, for whom Mr. Brundige has broadcast football for four seasons, is handling the games for Atlantic Refining, Ballantine Ale & Beer and Sealtest.

KCBD
LUBBOCK, TEXAS

PT6-A
A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy

USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

Production

DON BRICE named program and production director in charge of program scheduling and local production for WKBN Youngstown, Ohio. **JACK JUREY** succeeds him as news editor. Mr. Brice joined WKBN in 1940 as newscaster. He previously was with KSAL Salina, Kan., for four years.

Mr. Brice

DOUGLAS ARNOLD, announcer. ...signs from WPAT Paterson, N. J. ...e will do freelance and promotion ...rk.

OBERT SUTTON, of WCCO Minne...olis production staff, appointed pro...ram director succeeding **LEE BLAND,** ...ho will join radio department of Leo ...rnett Co., Chicago. Mr. Sutton ...ined WCCO in 1939 as staff writer.

EORGE A. CRUMP joins **WARL** ...lington, Va., as announcer. He was ...rmerly with WCRO Johnstown, Pa.

E SPINA joins announcing staff at ...CPO-AM-FM Cincinnati.

ACK RAYEL, formerly with DuMont ...levision Network as daytime pro...am manager and assistant network ...ogram director, joins NBC-TV as ...pervisor of program procurement. ...e originally worked for NBC guest ...lations in 1939, and later in NBC's ...rsonnel and information departments ...d as a senior staff announcer.

...ROY KOPP, KCBS San Francisco ...aff announcer, is the father of a girl, ...nthia Jane.

...DDIE DIMOND and **TOM LAUER** ...ve been added to TV program staff ...t NBC Chicago. Mr. Dimond, named ...age manager for the Jack Carter ...rtion of network's Saturday night ...ow, has had more than 20 years of ...atrical and stage work. Mr. Lauer, ...sistant producer on the Carter show, ...s former stage manager of *Inside ...SA* on video.

...ARVIN MILLER takes over lead in ...ECA-TV Hollywood half-hour weekly *...steries of Chinatown.* Other recent ...anges on program include naming of ...K VOLLAERT as producer-writer; ...OB FINKEL as director, and **DICK ...ROWN,** assistant director.

...RRY LESTER named m.c. of Don ...e television series *Cavalcade of Stars,* ...ffective March 27. He replaces ...CKIE CARTER.

...CTOR FERGIE, music director at ...NW New Westminster, B. C., ...arded "Best Actor Award" at British Columbia Drama Festival. He won it on his performance in production of "Papa Is All."

ED STUDNEY formerly with WOL Washington; **SHERMAN BUTLER,** formerly with WASH (FM) Washington, and **WILLIAM H. MILLER,** formerly with WMAL Washington, join announcing staff of WWDC Washington.

LESLIE SPURGEON, formerly continuity writer on *Queen for a Day,* joins KRON-TV San Francisco program department.

FRANK HENNESSY, formerly with WSYR Syracuse, and **FRED JESKE,** previously with WAGE Syracuse, join announcing staff of WNDR Syracuse.

JAMES J. FERGUSON appointed program director at WSAZ-TV Huntington, W. Va. He formerly was with WZIP Covington, Ky., and more recently with WLWT (TV) Cincinnati. He has been with WSAZ-TV as producer for past three months.

Mr. Ferguson

ED SCHAUGHENCY, m.c. at KDKA Pittsburgh, received Certificate of Merit from Disabled American Veterans for his work helping disabled veterans.

JACK CLEVERLY, WKY Oklahoma City staff announcer, is the father of a boy Phillip Thomas.

TED BOOTH joins announcing staff at WJAX Jacksonville, Fla. He formerly was with WGIG Brunswick, Ga.

BOB HAWK, radio quiz m.c., and Mary Rechner will be married April 11.

TED SHERDEMAN, Hollywood writer-producer, assigned to script "The Secret," to be filmed by Santana Productions.

L. W. O'CONNELL, TV production lighting supervisor, and **DARRELL E. ROSS,** stage supervisor, join KECA-TV Hollywood.

SALTY MALLANTS, fishing and outdoor commentator on WIOD Miami, received 1950 citation from Sportsman's Research Institute, Encino, Calif. Award is for writing and editing outstanding outdoor column.

JERRY FLYNN, formerly of WBTA Batavia, N. Y., starts new program at WRNY-AM-FM Rochester, N. Y. He recently left Naval Academy where he was Athletic publicity director.

TEXAS JIM ROBERTSON, western movie star and RCA recording artist, signs to do program over WATV Newark, N. J.

FLETCHER MARKLE, Hollywood radio producer-director, signed to MGM term producer contract.

LEE WILDER, girl record m.c., starts thrice-weekly midnight show, *Lee Wilder Presents the Jazz Tempo,* on KFWB Hollywood.

PAT BREENE, feminine disc jockey at KTUL Tulsa, has written her first song, "Shattered Dreams," which has been recorded by Bullet Recording Co.

DON PHILLIPS, announcer at KXOK St. Louis, awarded "Best in Speech" citation by Morse School of Expression. He previously was with Office of War Information and NBC.

TED TOLL, ABC Hollywood producer, is the father of a girl, Elizabeth Patton.

AL JARVIS, disc m.c., named "Mr. Los Angeles" by Los Angeles County Supervisor Raymond V. Darby in recognition of "many services on behalf of community welfare."

WILLARD WATERMAN of CBS *Leave It To Joan,* starts role in forthcoming Universal-International film "Louisa."

WALTER PHILLIPS takes over morning disc jockey show at WCPO Cincinnati. He succeeds **MALCOLM RICHARD,** resigned. Mr. Phillips also has another show at night.

GORDON ATKINSON leaves CFRB Toronto to become staff librarian at CHUM Toronto. **CHUCK COOK,** former disc jockey at WEBR Buffalo, joins CHUM in same capacity.

MARGARET KERRY, co-m.c. with **Al Burton** on *Tele-Teen Reporter* on KECA-TV Los Angeles, is assistant choreographer on the new Dan Dailey picture "I'll Get By," being produced by 20th Century-Fox.

TODD BRANSON, program and sports director for WWCA Gary, Ind., named member of Gary Junior Chamber of Commerce and Gary Optimist Club.

SANDRA BRUCE bows as mistress of ceremonies on home and highway safety quiz program, *Forum for Living,* for WLAW Lawrence, Mass, sponsored by Casualty Insurance Co.'s serving Massachusetts.

CAROL HOWARD, program operations manager of KECA-TV Los Angeles, will resign that post to marry **JAMES M. VALENTINE,** ABC Central division supervisor of television engineering, Chicago, on April 22.

PAT McGUIRK, KCBS San Francisco writer-producer, and **GLADYS BAHLHORN,** formerly KCBS script typist, have announced their marriage.

JACK SHEFRIN, program director of WOAK Chicago, resigns to take rest and work on novel and in forthcoming stage production.

GENE RAYBURN and **DEE FINCH,** disc jockeys at WNEW New York, signed to long-term contracts by station. Team has been with station since before the war.

W. VA. GROUP MEET

Annual Election Is March 18

ANNUAL election of the West Virginia Broadcasters Assn. will be held at the Chancellor Hotel in Parkersburg on Saturday, March 18, according to John S. Phillips, general manager of WCAW Charleston and association president.

Other business will include a discussion of the realignment of West Virginia with a different NAB district. A new president will be named to succeed Mr. Phillips who, under the constitution, cannot succeed himself.

? ? ? ? ? ? ? ? ? ?

What's UP

IN LANSING ?

SEE PAGE 16

WOC **FIRST** in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 7,500 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

- Added Revenue To Stations
- Point of Sale Promotion
- New Accounts

Century News Photo Plan

. . . costs you nothing. You get a check for each merchant displaying our sign. Sign shows human-interest picture, merchant's name plus your audience promotion.

Over 60 stations increasing profits thru Century Plan. Call letters, recommendations, details on request. Absolutely no obligation.

MAIL COUPON TODAY — Extra Profits Without Cost

INVESTIGATE NOW!

CENTURY NEWS PHOTO SERVICE
2525 BROADWAY N.Y. 25
Myron Firkser Barry Firkser

WITHOUT OBLIGATION, send me details of your profit-producing plan. If I like it, I'll have plan exclusive in my city.

NAME

TITLE STATION

STREET ZONE

CITY STATE

a distinctive news photo service

MANY STATIONS ARE NOW INCREASING BILLINGS WITH CENTURY

Promotion

PRINCIPLE of "audience" flow has undergone drastic yet highly successful metamorphosis at WWCO Waterbury, Conn., station reports. Called "audience jump," departure calls for identity of mystery tune played on morning *Twelve-40 Club*, to be revealed on afternoon *Melody Matinee* by Bob Crager, m.c. of latter. Not unhappy about apparent double-cross by his fellow announcer, Jim Logan, m.c. of morning show, urges his listeners to tune in p.m. show to get prize winning answer. Jackpot increases $1 each day until mystery tune is correctly identified.

Book Promotion

PROMOTION of Fulton Oursler's "The Greatest Story Ever Told" by *The Charlotte News* is getting assistance from Grady Cole of WBT Charlotte on his morning programs. Listeners are awarded $25 Savings Bond and 10 copies of book, autographed by Mr. Oursler, for best letters telling what has impressed them most about series as read daily in *The Charlotte News*. Members of Charlotte Ministerial Assn. serve as judges. Prizes are given at end of each 10 installments of story, which will run through Easter Sunday.

Seafood Gift

BELIEF in publicizing West Coast products led CKNW New Westminster, B. C., this year to send sponsors cases of select seafoods. Last year, CKNW sent to clients copper repousse's framed in Fraser Valley cedar. Copper was from interior of British Columbia.

WCAE Dial Cards

RADIO dial cards for distribution to over 2,000 rooms in three of city's top hotels is latest promotion worked up by WCAE Pittsburgh. Cards contain information on outstanding WCAE programs as well as complete listing of news broadcast times. Cards have been distributed to William Penn, Pittsburgher and Webster Hall hotels. WCAE plans to keep cards current by supplying hotels with new printings periodically.

Headley-Reed News

NEWS LETTER and brochures designed to keep timebuyers informed on stations represented by Headley-Reed Co. Inc. have been distributed by station representative firm. First brochure, one of four dealing with programming, gives listings and program profiles for women's shows, and other releases will follow on disc jockeys, farm programs, and sports and news broadcasts. Emphasis is placed on program information, coverage, cost and rating comparisons, merchandising and promotion aids.

WOR's 'First'

WITH teaser line, "It's the first," on cover, four-page folder in pink is being sent to trade by WOR New York. Over teaser is drawing of stork carrying baby. Center fold, emphasizing pink and white color scheme, tells of overall WOR standing and, as reason, states: "WOR sells more more often for more people to more people . . . than any other station in the United States!"

Headless Wrestler

MORE than 21,871 entries have been counted so far as result of unique television contest called "Put-A-Head-On-It" on WRGB (TV) Schenectady, N. Y. Contest is being promoted as a part of two-hour television show sponsored by Beverwyck Breweries. Show, originating in Chicago, features big-time wrestling. Contest entrants are required to draw head on headless wrestler depicted on entry blanks obtained from taverns, grocery stores, restaurants, etc., in areas covered by station.

Selling That Shines

FOLDER, appropriately decorated with Kansas sunflowers and accompanied by tool for window cleaning, is latest promotion directed at prospective sponsors by WIBW Topeka, Kan. Titled "Make Your Kansas Selling Record Shine," brochure says: "It's quicker and easier to make windows or windshields shine, with the help of this brand new window cleaner. And, with the help of WIBW, it's quicker and easier to make your Kansas selling record shine much brighter, too."

Christmas in February

CHRISTMAS card, sent to trade last week by WOV New York with notation that card was "mailed late on purpose," tells of campaign offering package of 10 Christmas cards for 25¢ and Torino Brand label, which resulted in complete exhaustion within 16 days of 3,000 packages. Directed at Italian listeners, promotion also was shared by WHOM New York, WHOD Pittsburgh and WHAT Philadelphia. Vinti Advertising Agency, in behalf of client, J. Ossola & Co., manufacturer of Torino Brand Foods, reports requests received at WOV amounted to 2,121, not counting 867 letters that arrived after listeners were asked not to send in any more requests.

WBCC Birthday

CELEBRATING its third anniversary last week, WBCC Bethesda, Md., and advertisers gave away, on hour and every hour, a radio, and on Saturday, a television set. Merchandise value totaled nearly $1,600. Each sponsor of WBCC third anniversary gave radio away at own place of business. TV set was gift of all to lucky ticket holder. Promotion of event highlighted by bright red fluorescent posters proclaiming WBCC's third year, as well as window cards and store displays.

Spot Results

AS result of three one-minute spots on show presented by WDTV (TV) Pittsburgh, station reports over 1,800 potential customers were garnered for local sponsor in eight-day period. Commercials appeared on *Home Is Happiness* program and were used to demonstrate "Sea Breeze," antiseptic skin aid. After each announcement, free sample offer of product was made. Requests are still coming, station reports.

Battle's Pajamas

DESCRIBING it as one good way to get to seat of government, Governor John S. Battle of Virginia presented seat of his pajamas, in special ceremony, to Don Haynes, "The Man in the Sealed Car." Ceremony was arranged by WMBG Richmond. Mr. Haynes has been sealed in his car for 12 months and is accepting challenge of Art Linkletter of NBC's *People Are Funny* to stay for 14 months and collect pajama seats from all 48 governors.

Features Perry

WLAW Lawrence, Mass., is distributing six-page promotional booklet featuring Bob Perry and his *Melody Merry Go Round* show heard every afternoon, Monday through Friday. Printed on light green paper with ink of darker hue, booklet displays picture of M. C. Perry on cover, also format of show, biographical sketch of Mr. Perry, trade-paper review of program, publicity blurbs, comments of listeners and pictures of stars of stage, screen and radio who guested on show.

Tours for Safety

ROBERT YOUNG, star of NBC *Father Knows Best* show, is on two-weeks personal appearance tour in Albany, New York City, and Washington, D.C., in connection with National Highway Safety Campaign. For past two months Mr. Young has been promoting campaign aimed at teen-age drivers on his weekly radio show, in cooperation with Inter-Industry Highway Safety Committee and National Automobile Dealers Assn. Maxwell House Coffee sponsors *Father*.

Commandments for Safety

FOR best "Ten Commandments of Traffic Safety" sent in by students, $3000 in merchandise is being offered as prizes by Joe Adams, record m.c., in a traffic safety campaign, during his midday 3½ hour *Joe Adams Show* on KOWL Santa Monica, Calif. Prizes are donated with no air credit given. Committee to judge best entry is composed of outstanding civic and government persons.

Personnel

FREDERICK N. LOWE appointed promotion manager for WTAR-AM-FM-TV Norfolk, Va. He also is promotion manager of Norfolk Newspapers Inc. and president of National Newspapers Promotion Assoc.

Mr. Lowe

OSCAR ALAGOOD, public service director of WKY Oklahoma City, is the father of a girl, Pamela.

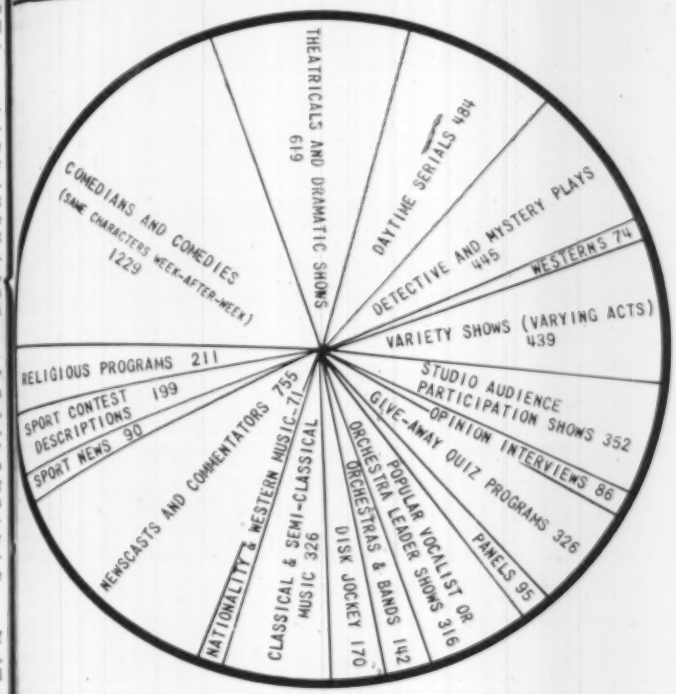
CHARLES BALTIN named to head new sales promotion and public relations program department at WHOM New York.

1930—1950
20th Anniversary Year

46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

GUIDE-POST POLL

Comedies, Dramas Tops in Pittsburgh


COMEDIANS AND COMEDIES (SAME CHARACTERS WEEK-AFTER-WEEK) 1229
THEATRICALS AND DRAMATIC SHOWS 619
DAYTIME SERIALS 484
DETECTIVE AND MYSTERY PLAYS 445
WESTERNS 74
VARIETY SHOWS (VARYING ACTS) 439
STUDIO AUDIENCE PARTICIPATION SHOWS 352
OPINION INTERVIEWS 86
GIVE-AWAY QUIZ PROGRAMS 326
PANELS 95
POPULAR VOCALIST OR ORCHESTRA LEADER SHOWS 316
ORCHESTRAS & BANDS 142
DISK JOCKEY 170
CLASSICAL & SEMI-CLASSICAL MUSIC 326
NATIONALITY & WESTERN MUSIC 71
NEWSCASTS AND COMMENTATORS 755
SPORT NEWS 90
SPORT CONTEST DESCRIPTIONS 199
RELIGIOUS PROGRAMS 211

This chart shows how the "listening" pie is cut up among Pittsburgh housewives.

* * *

COMEDIES and dramas are tops in popularity among Pittsburgh district housewives, according to a recent poll conducted by Guide-Post research. Taking the question, "What radio programs would you miss most if they were no longer broadcast?", Guide-Post polled 1,500 housewives.

Charles F. Ackenheil, survey director, said 44% of the votes were for comedies, mysteries or plays; 8% voted for musical programs; 7% for news; 12% for quiz, interview or giveaway shows; 4% for sports and 3% for religious programs (see chart).

Mr. Ackenheil said the survey covered Pittsburgh and 100 surrounding towns and townships, proportional to population, economic and related factors.

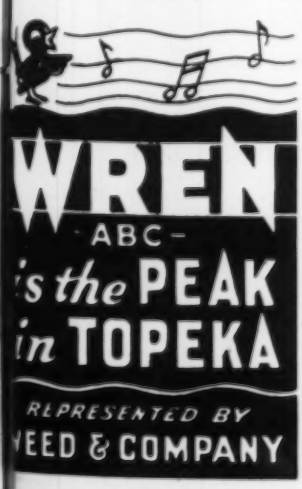
Men most frequently mentioned programs were *Arthur Godfrey* (CBS), *Lux Radio Theatre* (CBS), *Fibber McGee & Molly* (NBC), *Breakfast Club* (ABC), *Bing Crosby* (CBS), *My Friend Irma* (CBS), *Louis L. Kaufman* (WCAE), *Jack Benny* (CBS), *Stop the Music* (ABC) and *Theatre Guild* (NBC).

PHILLIPS NAMED

Joins Fairbanks Agency Sales

PAUL C. PHILLIPS, Hollywood producer-director and advertising agency executive, has joined Jerry Fairbanks Productions, as West Coast sales manager, in line with company expansion plans. Russ Johnston, vice president in charge of sales and distribution made appointment last week.

Nat Winecoff, head of Fairbanks Music Publishing Co. who was acting director of West Coast sales during absence of a department manager, will continue to aid that division of the firm in an executive capacity, according to Mr. Johnston. In agency work for more than 15 years, Mr. Phillips has been associated with such firms as Foote, Cone & Belding, and Ted Bates Inc. More recently he was partner in Impact Films, Hollywood.



NEW TRADE UNIT

Forms in Southwest

EMPHASIS will be placed on regional as well as national problems related to the radio industry by the West Texas-New Mexico Broadcasters Assn., newly-formed broadcasters' trade organization, announced in Big Spring, Tex., last week.

Membership is open to all station operators in the area, the announcement said. Jack Wallace, KBST Big Spring, is president and J. M. McDonald, KCRS Midland, Tex., secretary-treasurer. Directors are Jack Hawkins, KRIG Odessa; Harley Hubbard, KXOX Sweetwater; Lewis Seibert, KGKL San Angelo; W. D. Dixon, KVWC Vernon; R. E. Bruce, KRUN Ballinger, all of Texas, and W. E. Whitmore, KGFL Roswell, N. M.

Stations currently affiliated with the association are: KRIG KGKL KCRS KGFL KVWC KXOX KBST KRUN; KOSA Odessa; KTXC Big Spring; KIUN Pecos; KTXL San Angelo; KVLF Alpine.

EXPANDED cooperative benefit plan covering group life, accidental death and dismemberment and hospital and surgical expense benefits for its employes and their dependents went into effect at KTTV (TV) Hollywood March 1. Prudential Insurance Co. of America is underwriter.

A. C. NIELSEN CO.

Research Firm Promotes Two

A. C. NIELSEN Jr. has been named administrative vice president of the A. C. Nielsen Co., Chicago marketing research firm, by the board of directors. Also appointed was J. P. Napier as executive vice president.

Mr. Nielsen, son of the firm's founder, has served his father as assistant to the president. In his new position, he works as administrative head and coordinator of all Nielsen Food and Drug Index activities in the U. S. He is a director of the company and of its British and Australian subsidiaries. Mr. Napier, a director of A. C. Nielsen Co. of Canada Ltd., of which he is founder and first president, also has worked as vice president and assistant to the president of the parent company. He is now directing Drug and Food Index sales and client service activities in the Western division, from Buffalo to California.

FOR sixth consecutive year ABC will broadcast coast to coast annual awards presentations of Academy of Motion Picture Arts and Sciences being made this year on March 23 from Pantages Theatre, Hollywood. Broadcast will be aired on ABC West Coast network at 10:15 p.m. (PST) and East Coast network 11:00 p.m. (EST). In addition it will be carried by Armed Forces Radio Service to army posts overseas.

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

Here's June Christy

WITH THE JOHNNY GUARNIERI QUINTET

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal ... top name artists! You get *comprehensive* programming, promotion, publicity ... a steady flow of *current* tunes and material ... network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Allied Arts

WILL YOLEN, president of Yolen, Ross & Salzman, public relations firm, New York, resigns and sells his interest in company to **HAL A. SALZMAN.** He will continue as general consultant for YR&S, however, as well as for other publicity and public relations organizations. YR&S services following accounts: Ronson, Topps Chewing Gum, Lee Hat Co., Posees, a division of Textron and other industrial clients.

DUANE McKINNEY, former NBC producer-director, joins Official Film and Television Inc., New York, as executive producer. He also will head talent department and will screen all new material for company.

SCREEN PUBLICISTS GUILD preparing package series of 39 half-hour radio programs built around outstanding names in Hollywood history. Writing original scripts are **LOU VITTES** and **BOB JOSEPH.**

GEORGE R. GUYAN, Western sales manager of WGN Chicago, joined Radio Features Inc., Chicago syndicated transcription firm March 1 as salesman. He is former operations manager at WBBM Chicago.

MAX GILFORD, secretary and general counsel of Pegasus Inc., Hollywood television producer, named chairman of nominating committee of Television Producers Assn. for 1950. Appointed to committee were: **FRANK DANZIG, ROBERT OAKLEY, EDITH TODESCA, SAMUEL HERRICK, JOSEPH AINLEY.**

O'BRIEN & DORRANCE Inc., New York, appointed by Weed & Co., radio and television station representative, and National - American Wholesale Lumber Assn., to handle advertising.

HENRY S. WHITE re-elected as president of World Video Inc., New York. Also re-elected were **JOHN STEINBECK** and **RICHARD H. GORDON Jr.** as vice presidents; **IRVING G. OPPENHEIMER,** secretary-treasurer.

RICHARD STROUT PRODUCTIONS, Hollywood, specialist in custom radio, television, and motion picture productions, has completed four five-minute syndicated radio shows. Productions described in booklet which may be obtained by writing 507 Fifth Ave., New York.

CLIFFORD GREENLAND, commercial manager, Associated Program Service, now on three-weeks visit to Virginia, North Carolina and South Carolina subscriber stations.

CHARLES MICHELSON Inc., New York, has sold package of 234 half-hour transcribed program units of mystery features and musical shows to WFIL Philadelphia.

Equipment

PINCKNEY B. REED, former field sales administrator of RCA Engineering Products Dept., named manager of Industrial Equipment section of company succeeding **GEORGE McKENNA,** whose promotion to assistant to **W. W. Watts,** vice president in charge of department was announced recently.

W. M. ANDERSON, appointed southwestern district sales manager, Westinghouse Home Radio Div. He will supervise sale and distribution of television and radio receivers in Texas, Colorado and New Mexico. He will headquarter in Dallas.

MAGNECORD Inc., Chicago, announces newly-appointed distributors: Western Electronic Supply Co., 2609 First Ave., Seattle; Wheeling Radio Supply, 924 Market St., Wheeling, W. Va.; Yeomans Distributing Co., 734 Main St., Peoria, Ill. Company makes professional magnetic tape recording equipment.

RARRY R. SEELEN appointed manager of Lancaster Engineering Section, RCA Tube Dept. He succeeds **DR. DAYTON ULREY,** retired, and now consultant to company.

WBUR (FM) STAFF

Students To Man B. U. Outlet

WBUR (FM) Boston, new noncommercial educational outlet owned and operated by Boston U., will be staffed entirely by students from the radio division of the university's school of public relations, according to Dean Howard M. LeSourd of the college, and Prof. Samuel B. Gould, radio division director.

The following students will handle the station's administrative functions:

Program manager, John C. Raleigh, Boston; chief engineer, Richard S. Bean, Boston; chief announcer, James P. Hinchey, Boston; promotion and publicity, John F. Rineman, Lancaster, Pa.; production supervisor, Margaret V. Lund, Nashua, N. H.; newsroom supervisor, Glen E. Sheffer, Hanover, Pa.; special events, Kenneth Stodder, Stoneham, Mass.; continuity supervisor, Donald M. Anderson, Dorchester, Mass., and talent bureau supervisor, John B. Lancaster, Philadelphia. WBUR (FM) is licensed to operate on Channel 215 (90.9 mc) with power of 400 w.

WTNB CASE

Johnston Appeals Again

NEW COMPLAINT against FCC has been filed with the U. S. Court of Appeals for the District of Columbia by Johnston Broadcasting Co., charging that the Commission's latest action in the WTNB Birmingham, Ala., case is illegal [BROADCASTING, Jan. 30].

Johnston Broadcasting, licensee of WJLD Bessemer, Ala., and losing applicant for a new station at Birmingham on 850 kc, told the court that FCC had erred as a matter of law in allowing Thomas N. Beach, original licensee of WTNB, to correct by amendment the defective verification of his application to switch WTNB from 250 w on 1490 kc to 1 kw night, 5 kw day on 850 kc.

It was the grant of this switch to WTNB which Johnston Broadcasting appealed last year and which the court reversed and remanded to FCC for further consideration on grounds FCC had acted on an unverified application [BROADCASTING, May 9, 1949].

Attacks Acceptance

Johnston also attacked as illegal FCC's ruling to accept the Beach amendment when he is no longer a party to the proceeding. Further criticism was made of FCC's conclusion that Pilot Broadcasting Corp., new licensee of WTNB, may file a substitute amendment to show it as applicant for the change in dispute. Pilot Broadcasting is owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster.

The newly-disputed FCC ruling had been criticized by Comr. Robert F. Jones in his dissent. He said the court remand indicated the defect in the Beach application could be corrected by amendment only if the Commission's rules allowed. Comr. Jones held they do not.

WHBC ANNIVERSARY

25th Birthday This Week

ALL-INDUSTRY film "Lightning That Talks" will be shown at a luncheon meeting in the Onesto Hotel, Canton, Ohio, Thursday (March 9) in connection with the 25th anniversary observance of WHBC Canton. One hundred industrialists, retailers, wholesalers and agency men have been invited to attend.

In observance of WHBC's anniversary a number of activities have been planned. Also on Thursday, a one-hour dedicatory program will highlight the development of WHBC during 25 years. Featured will be congratulatory messages from local citizens and organizations, ABC officials and other personages.

This week WHBC is presenting a series of special broadcasts dedicated to Canton and surrounding cities. Mayors of the cities will voice salutes to the station. In addition, the Lawrence Welk *Miller High Life Revue,* ABC feature, is to originate from Canton Wednesday. On Thursday, WHBC will be saluted by Don McNeill on his *Breakfast Club.*

A number of antiquated radio sets, obtained by WHBC from RCA, Camden, N. J., are being displayed in store windows in the downtown area and special window cards calling attention to the anniversary have been placed throughout the area.

OHIO NEWSMEN

OARNE Meet Set for May 7

ANNUAL meeting of the Ohio Assn. of Radio News Editors will be held in Columbus on May 7, according to Charles Day, OARNE president and news director of WGAR Cleveland.

Meeting plans include a luncheon featuring a name speaker, election of new officers and discussion of current problems facing radio newsmen, including an Ohio privilege law to protect the sources of radio news reporters. Heading the committee in charge of the meeting is Frank Tate, of WOSU Columbus, aided by Paul Wagner, former OARNE president, and Gene Ragle, WCLT Newark program director.

The OARNE directors, at a recent meeting, voted to set the annual dues at $2.50 instead of the previous $5, and also voted endorsement and support of the second annual Radio News Editors Conference on June 17 at Kent State U.

SERIES of ten concerts by Utah Symphony Orchestra will be aired by KSL Salt Lake City.

THREE MORE Canadian stations have joined the Canadian Assn. of Broadcasters. CKDA Victoria, CKBW Bridgewater and CKFI Fort Francis, have been added to CAB membership, bringing total to 97.

AS PART of training of students of Ottawa High School of Commerce, four students from that institution have been studying operation of CKOY Ottawa. They are writing essays on business operation of station, which will be checked for accuracy by station officials.

Gates has it

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Respects

(Continued from page 36)

"sold" on radio, Mr. Boggs remarks.

Mr. Boggs should know whereof he speaks, with respect to intermedia competition, because he was grounded early in magazine lineage, having sold black-and-white in 1925.

He began his radio career in January 1932 when he joined WAAF Chicago. He later became commercial manager and remained there until 1937 when he was lured to WGN Chicago as a salesman.

In 1940 Mr. Boggs was appointed manager of WGN Chicago's New York office, remaining for five years before returning to the 50 kw clear channel outlet as sales manager. He moved to WLOL as president and general manager in January 1946 and handled national accounts for the Twin Cities outlet.

His reign there was a successful one—with emphasis on sports and disc shows. Within two years the station showed a handsome 25%-plus boost in billings.

Moves to WMCA

In March 1949 Mr. Atlass, as WMCA consultant, called on Mr. Boggs to take over a shaky WMCA operation that reportedly was losing in excess of $350,000 annually. The Twin Cities market, with its "divided loyalties" and friendly competitive spirit, gave "Red" Boggs an insight that was to prove invaluable in his present New York position.

Under Mr. Boggs' guidance, and an alert sales staff, WMCA has derived a host of commercial billings from such accounts as Colgate-Palmolive-Peet (which alone accounted for a $100,000 profit), Seeman Bros., Purity Bakers, and others.

Currently in negotiation is a deal whereby WMCA will feed New York Giants' baseball games to a regional network similar to the Midwest Baseball Network under the aegis of WIND Chicago. Action again will be on local station sponsors—a sure-fire formula for successful independent operation.

Norman Boggs was born in Connersville, Ind., on Sept. 21, 1903. Nothing "eventful" happened in his early years, he reports, except that he met a girl on a campus blind date—the former Miss Claire Henderson—whom he married in October 1928.

Before that, however, Mr. Boggs cut short his college career at the U. of Illinois, one year before graduation, to embark with a dance band that played engagements in such far-away places as Manila, Shanghai, and Hong Kong. Mr. Boggs qualifies as an acceptable pianist in his own right.

Today Mr. and Mrs. Boggs live on New York's Sutton Place. Mr. Boggs spends spare time reading, watching television, and contemplating the turn of events that will lead him into the select 20-year radio circle come January 1952. He holds membership in the Radio Executives Club of New York.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
JANUARY 15-21, 1950
NIELSEN-RATING †

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs) ..			(4,399)	(11.2)	(+0.7)
1	2	Jack Benny (CBS)	9,938	25.3	+3.5
2	1	Lux Radio Theatre (CBS)	9,899	25.2	+1.3
3	3	Godfrey's Talent Scouts (CBS)	8,367	21.3	+2.1
4	8	My Friend Irma (CBS)	8,170	20.8	+3.4
5	7	Charlie McCarthy (CBS)	8,013	20.4	+2.9
6	6	Amos 'n' Andy (CBS)	7,738	19.7	+2.2
7	28	Red Skelton (CBS)	7,463	19.0	+3.9
8	4	Mystery Theatre (CBS)	7,463	19.0	+0.2
9	22	F. B. I. in Peace & War (CBS)	7,149	18.2	+2.6
10	32	Walter Winchell (ABC)	7,071	18.0	+3.4
11	5	Bing Crosby (CBS)	7,071	18.0	—0.7
12	12	Mr. Keen (CBS)	7,031	17.9	+1.3
13	17	Dr. Christian (CBS)	6,678	17.0	+1.0
14	15	You Bet Your Life (CBS)	6,638	16.9	+0.6
15	16	Judy Canova (NBC)	6,638	16.9	+0.8
16	9	Fibber McGee & Molly (NBC)	6,639	16.9	—0.5
17	10	Crime Photographer (CBS)	6,639	16.9	—0.1
18		Life With Luigi (CBS)	6,442	16.4	
19	37	Horace Heidt (CBS)	6,364	16.2	+2.7
20	31	Bob Hawk (CBS)	6,324	16.1	+1.2
EVENING, MULTI-WEEKLY (Average for All Programs) ..			(2,907)	(7.4)	(+0.2)
1	1	Beulah (CBS)	6,089	15.5	+0.8
2	3	Counter-Spy (ABC)	5,107	13.0	+0.7
3	2	Lone Ranger (ABC)	4,949	12.6	+0.3
WEEKDAY (Average for All Programs)			(2,514)	(6.4)	(0.0)
1	1	Godfrey (Ligg. & Myers) (CBS)	5,028	12.8	+0.5
2	2	Romance of Helen Trent (CBS)	4,321	11.0	+0.1
3	3	Arthur Godfrey (Nabisco) (CBS)	4,164	10.6	+0.8
4	5	Wendy Warren (CBS)	4,007	10.2	+0.6
5	9	Aunt Jenny (CBS)	3,967	10.1	+0.6
6	10	Our Gal, Sunday (CBS)	3,889	9.9	+0.4
7	11	Right to Happiness (NBC)	3,889	9.9	+0.5
8	12	Arthur Godfrey (Goldseal) (CBS)	3,810	9.7	+0.8
9	7	Pepper Young's Family (NBC)	3,692	9.4	—0.1
10	16	Big Sister (CBS)	3,653	9.3	+0.9
11	14	Ma Perkins (CBS)	3,614	9.2	+0.6
12	15	Road of Life (NBC)	3,535	9.0	+0.5
13	6	Backstage Wife (NBC)	3,496	8.9	—0.6
14	8	Stella Dallas (NBC)	3,457	8.8	—0.7
15	18	Guiding Light (CBS)	3,417	8.7	+0.7
DAY, SATURDAY (Average for All Programs)			(2,318)	(5.9)	(—0.4)
1	3	Grand Central Station (CBS)	5,264	13.4	+1.8
2	1	Stars Over Hollywood (CBS)	4,949	12.6	+0.1
3	2	Armstrong Theatre (CBS)	4,674	11.9	—0.3
DAY, SUNDAY (Average for All Programs)			(1,493)	(3.8)	(—0.2)
1	1	True Detective Mysteries (MBS)	4,832	12.3	+1.4
2	2	Shadow (MBS)	4,125	10.5	+0.1
3	3	Martin Kane, Private Eye (MBS)	4,125	10.5	+1.9

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Robert M. Dooley

Dooley Appointed To National Sales For WOW, WOW-TV And KODY.

John J. Gillin, Jr., recently announced the appointment of Robert M. Dooley, formerly with KFAB, as National Sales Manager for WOW and WOW-TV, Omaha; and KODY, North Platte, all owned and operated by Radio Station WOW, Inc.

"Bob" is well-known to the advertising fraternity from coast to coast.

WOW
WOW-TV
KODY, NORTH PLATTE
John J. Gillin, Jr., Pres. & Gen'l Mgr.
John Blair Co. & John Blair T-V
Representatives

IRE HONOR AWARD

Stanford U. Dean Is Cited

FREDERICK E. TERMAN, dean of Stanford U. School of Engineering, has been awarded the 1950 honor medal of the Institute of Radio Engineers, for distinguished service in the field of radio engineering. Award will be presented March 8 during IRE annual convention in New York.

Dean Terman, one of the foremost figures in radio research and engineering, during World War II worked on methods for counteracting enemy radar and in recognition received high honors.

* STATION OWNERS

* STATION MANAGERS

* STATION PROMOTION DIRECTORS

We can increase your time sales

through a

DIRECT MAIL CAMPAIGN

of PERSONAL LETTERS

— Here is what you get —

1— An accurate list of your market for time sales—

465 Time Buyers of leading Advertising Agencies.

530 Account Executives handling Radio-Television Advertisers.

510 Advertising Managers of Companies engaged in National Advertising.

2— A series of four monthly mailings for 4 months of persuasive, sure-fire sales letters to this entire list. The letter is produced on *your own letterhead* by typewriter ribbon, with a *personal salutation* and *personally addressed* to your top prospects for time sales. We will mail with your sales letter your sales brochure, BMB data, or coverage map.

3— The experience and "know-how" of an organization with 20 years experience in direct mail advertising for networks, leading stations and station representatives.

4— Low cost for big results—the entire cost for this Four Months Test Program, less postage, is less than 6¢ per letter!

AMERICAN DIRECT MAIL COMPANY, INC.

421 HUDSON STREET

NEW YORK 14, N. Y.

Radio-Television Promotion Department

CBC REPORT

Need for More Money Is Stressed

NEED for more money or curtailment of its services, is emphasized in the 1948-49 annual report released by the Canadian Broadcasting Corp. last week in the House of Commons at Ottawa. During the fiscal year ending March 31, 1949, CBC had an operating deficit of approximately $44,000.

The report, almost a year late in being issued, is a 64-page book, replete with photos illustrating CBC operations, and is the most voluminous yet issued by the CBC since it began operations in 1936. In the foreword, CBC Chairman David Dunton tells Parliament that "unless its revenue basis is changed, the CBC will be unable to carry out extension of service recommended by the Parliamentary Committee, to fill gaps in network coverage in outlying areas now getting service, or to make badly needed improvements to programs and in the use of Canadian talent.

"Because of higher cost levels, the CBC will be faced with considerably increased expenditures just to maintain existing and committed services and present standards of broadcasting. Corresponding increases in revenue are not in sight on the present basis. The CBC has to maintain the national system on the basis of its regular income and there is no provision for meeting any deficits except out of its own reserves. Commercial revenues which are about 30% of the total cannot be increased appreciably because of the present heavy loading of commercial programs on the networks. The main revenue of the CBC is from license fees, the rate of which has been unchanged since 1938."

Financial statement shows license fees (listener licenses at $2.50 per radio home per year plus privately-owned station license fees) for the year at $5,135,374. Commercial revenue for the year was $2,217,130. Miscellaneous revenue amounted to $200,809, for a total of $7,553,213. Expenditures were a total of $7,399,820, of which programs amounted to $3,817,993, engineering $1,682,339, wire lines $1,030,840, administration $368,699, publicity $245,353, commercial department $195,804, and miscellaneous expenses. Depreciation amounted to $196,843.

Staff Increase

The staff for the year totalled 1,238, which was an increase of 163, and the report includes data on pension plan and group life insurance plans in operation by the CBC. Addition to the staff was in part due to absorption of the CKY Winnipeg, now CBW, staff.

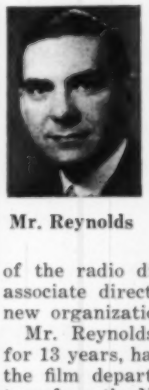
Regarding commercial programs, the report shows an increase in commercial shows on the Dominion and French networks. About 19% of combined time of Trans-Canada, Dominion and French networks was used by commercial programs, with 60% of these originating in Canada, and the remainder being piped in from the United States.

Major portion of the report is a detailed analysis and recording of programs carried and the development of Canadian talent on CBC programs.

REYNOLDS NAMED

Heads FSR Radio, TV, Films

APPOINTMENT of Richard F. Reynolds as director of films, radio and television at Fuller & Smith & Ross Inc., Cleveland, national advertising agency, has been announced by William A. Wright, vice president and general manager of the Cleveland office. John James, formerly of the radio division, was named associate director of radio in the new organizational setup.



Mr. Reynolds

Mr. Reynolds, with the agency for 13 years, has been a member of the film department since his return from the Navy in 1946, and its director since 1948. "The establishment of a central department to represent these three media indicates their increased importance and use in the advertising and sales promotion programs of our clients," Mr. Wright said.

KVAK Now KARE

CALL letters of KVAK Atchison, Kan., have been changed to KARE, effective last Wednesday, March 1. Authorized by the FCC, the change is in line with new ownership of Paul H. Buenning and James M. Griffith, who purchased the station from S. H. Patterson. KARE is licensed for 1 kw fulltime on 1470 kc and maintains studios in Atchison and St. Joseph, Mo.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL TIME MUTUAL

RADIO CENTER MOLINE

Programs

PROBLEMS for the homemaker, such as what to do after spilling catsup on one's rug, are solved daily by Ernie Kovacs on WTTM Trenton, N. J. Heard at 10:45 a.m. over the NBC outlet, Mr. Kovacs is sponsored by Trenton Lighting Studios and RCA Victor. During show's first week, phones were tied up for two hours with calls from housewives seeking solution to their problems, station reports. In addition, Trenton Lighting Studios phones were flooded with calls by prospective purchasers of RCA television sets.

"Sewing Hints"

SUBSTANTIAL response from both Baltimore and Washington housewives was reported after first week of WMAR-TV Baltimore's new type of program development, titled *Sewing Hints*. Featuring Mrs. Betsy Carson, *Sewing Hints* is seen every Friday at 2:30 p.m. over both WMAR-TV and WMAL-TV Washington. Show's format includes methods of remaking old clothes, making accessories, fashioning new garments at home, reports of latest gadets on market to help housewives and interviews with guests.

Airs Circus

BROADCAST of entire Grotto Circus by WERE Cleveland, claimed by station to be first in city's history, highlighted three-hour show, proceeds of which were turned over to Cleveland Cancer Society. Three hours of Sunday afternoon schedule were moved to make way for program. Show, sponsored by Pepsi-Cola, used four announcers presenting running description. Bob Wass, special events man, coordinated activities; Bill Nesbut gave general coverage, Gil Gibbons handled background information, and Ed Stevens presented children's angle.

Career Building

THEME of WCAE Pittsburgh's new educational series, *The American Artist Speaks*, heard Sunday, 3:30-3:45 p.m., is "How to Build a Career." Programs feature interviews with leading artists, for example, Burl Ives, Candy Jones Conover, Lilly Dache, Frank Lloyd Wright, who will be in Pittsburgh to speak on behalf of Adult Association Courses held in Carnegie (Museum) Lecture Hall. Series is sponsored by Division of Education of Carnegie Institute, responsible for bringing artists to town for institute's general activities. Moderator is Robert Kloung, supervisor of guild activities.

'Batter Up'

NEW live TV prize winning audience participation program, *Batter Up*, has been packaged for syndication by The Cardinal Co., Hollywood. Handled as two competing baseball teams, with staff announcer acting as umpire and another as sportscaster, "games" would be under auspices of Junior Chamber of Commerce in each community where telecast.

'Forum for Living'

NEW WTAG-AM-FM Worcester, Mass., *Forum for Living* series is giving 60 central New England high school seniors chance to win college and trade school scholarships ranging up to $2,000. Students were selected on basis of graded examination, prior to quiz-show competition, which started Feb. 26. Each week, six of chosen students will participate on program. Winner of each quiz will receive $25 Savings Bond and right to appear in quarter-finals. Grand finalists will later compete for scholarships on statewide hookup to originate from Boston. Series is emceed by Margaret Cox, star-director of WTAG five-a-week *Open House* variety show.

Basketball Coverage

TO cover four Indiana sectional basketball tournaments week of Feb. 20, WWCA Gary set up special interstation network. Sponsored by Peter Eckrich & Sons, packer of luncheon meats, tournament broadcasts gave direct coverage of all 32 schools. Eckrich firm will continue to sponsor play-by-play broadcasts all through Hoosier State finals, culminating March 18 with championship game in Indianapolis.

WNAX Forum Technique

STUDENT forums broadcast by WNAX Yankton-Sioux City, Iowa, for past four years, have received national attention. Transcribed program demonstrating station's unique forum technique was broadcast on Feb. 21 before 2,500 school administrators from 48 states and six foreign countries who attended annual convention of National Assn. of Secondary School Principals in Kansas City. In answer to response from educators, WNAX has begun preparation of brochure giving step-by-step outline of procedure to meet demand for handbook of forum operation. Some 15 schools in nation have requested program transcriptions, WNAX reports.

Heart Fund Telecast

HEART fund's pulse was raised to a sucessful beat during association's annual drive in Baltimore recently by special WAAM (TV) Baltimore telecast. Station reports Earl Wrightson, Baltimore-born baritone, and Josh White, balladeer, donated time and talents to WAAM's *All-Star* show. Mr. Wrightson acted as m.c. for wealth of local talent while Mr. White, his son Josh Jr., and daughter, Beverly, gave special showing professional polish. The Whites, WAAM says, rushed to studios between local theatre appearances. Mr. Wrightson made special trip from New York for program. Amateurs were recruited from Baltimore's International Center, Peabody Institute and other local organizations.

For Industrial Workers

BUFFALO's industry workers—some 180,000—now receive early morning announcements on daily activities of interest to them as result of industry cooperation with WKBW Buffalo. Following interviews with executives of city's 32 major plants, WKBW has introduced 7-8 a.m. show, *Production Parade*, emceed by Tiny Hamrick. Program features records, local and national news, weather forecast, sports lineup and information about Buffalo industry workers such as plant activities, service and merit awards, births, birthdays, marriages, etc. Various cooperating plants send items to WKBW for airing.

Sports Jackpot

JACKPOT of nearly $2,000 in prizes is offered WFIL-TV Philadelphia's viewers who really know their sports, with introduction of station's new weekly program, *Name the Star*, Friday at 7:45 p.m. Sponsored by Regina Cigar Co. for Hillcrest cigars, program is emceed by Tom Moorehead, WFIL sports director. Televiewer who answers first question correctly has chance to name sports figure. Boxes of sponsor's cigars and other prizes are awarded to first question answers only. Contract, placed through Gresh & Kramer, Philadelphia, is for 26 weeks.

WILS CHANGE
MBS Affiliate Now Fulltime

WILS Lansing, Mich., has become a fulltime outlet, moving to 1320 kc with increased power of 1 kw, W. A. Pomeroy, manager of WILS, announced last week. Established three years ago, WILS has operated on 1450 kc with 500 w daytime only.

In announcing the changeover, Mr. Pomeroy said WILS will continue its present affiliation with MBS and will add network programs during the evening hours. Other new program additions in the evening, he said, include a local disc show featuring Theron Shreve, and News Commentator Landon Young, both new additions to the WILS staff.

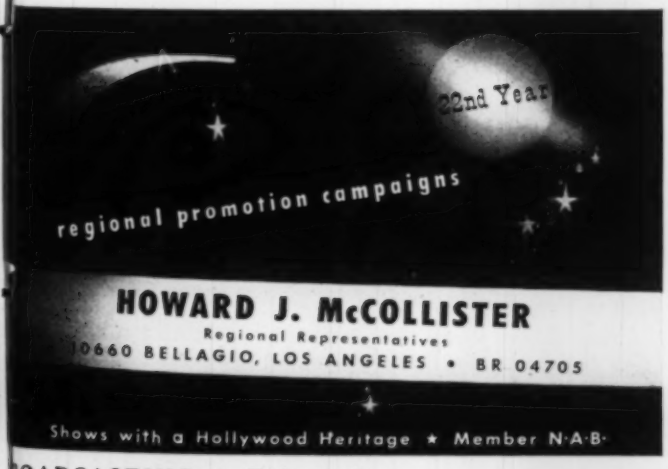
AUTRY PROGRAM
Is Cited in Libel Suit

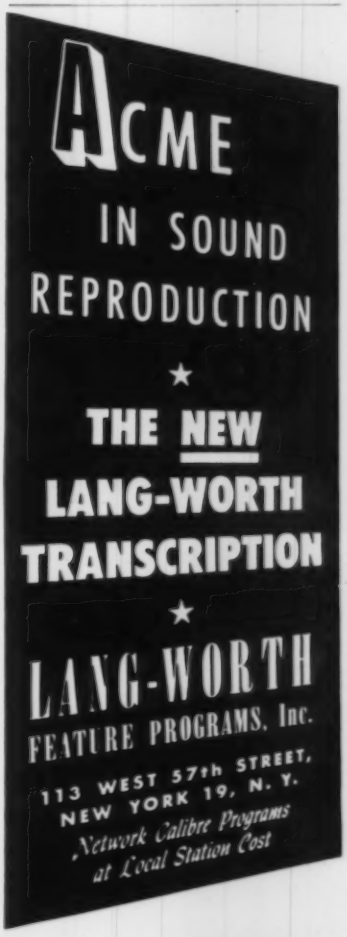
CBS, J. Walter Thompson and the William Wrigley Jr. Co., Chicago, were charged with invasion of the right of privacy and libel Tuesday in Chicago's Federal District Court. Lt. Col. Frank L. O'Brien of Sugar Grove, Ill., instigated a $50,000 damage suit, claiming he was maligned as "cowardly, incompetent and irresponsible" in a recorded dramatization of one of his wartime exploits presented on Gene Autry's *Melody Ranch* show June 28, 1942, sponsored by Wrigley.

Lt. Col. O'Brien said his role in the transcribed story was false and tended to make him "inferior." Mr. Autry enacted the role of a lieutenant who, with Lt. Col. O'Brien, swam among ice floes near Alaska to save a marooned pilot shortly after the Pearl Harbor attack. The record was played for the judge and jury.

BBM Survey Started

BUREAU of Broadcast Measurement (BBM), Toronto, has awarded a contract to International Surveys Ltd., Toronto and Montreal, to conduct the fourth national BBM survey to measure listening habits of three million Canadian radio homes. Printed copies of the survey will be released to member stations in September. Survey is being made this month.


22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·



Technical

JACK F. POND appointed chief engineer of CKOY Ottawa. For seven years he was engineer at CKEY Toronto, and was named assistant chief engineer on being transferred to CKOY.

WILLIAM C. ELLSWORTH, of Westinghouse Radio Stations' Washington engineering staff, is the father of a girl, Nancy Linda.

ALLEN B. DuMONT LABS Inc., Television Transmitter Div., announces new r. f. waveform monitor, DuMont Type 5034-A. Equipment is designed for use in TV broadcast installations to monitor unrectified radio-frequency signal at r. f. transmission line. DuMont Tube Div. announces new Teletron, Type 12LP4A in production at Allwood, N. J., plant. Picture tube will provide manufacturers of initial equipment with tube employing new DuMont bent-gun ion-trap design, featuring gray filter face plate.

C. W. SHAW, general sales manager of Radio Tube Division, Sylvania Electric Products Inc., New York, announces new miniature high voltage half wave rectifier designed for television receiver pulse rectifying systems and voltage doubler circuits for magnetically deflected 10" and 12" viewing tubes. Tube type IV2 has peak inverse plate voltage of 7,500, peak plate current of 10 milliamperes, average plate current of .5 milliamperes.

ATOMIC INSTRUMENT Co., Boston, Mass., has available special high voltage connectors for use with preamplifiers operating at moderately high voltages as used for nuclear research but suitable for other high voltage or high altitude applications. Detailed specification may be had from firm at 160 Charles St., Boston.

MEL KAISER, WMGM New York engineer, is the father of a girl, Shelley Ava.

Miss Reggie Schuebel
Duane Jones Company, Inc.

Dear Reggie:

Jest tho't yer'd like to know how these fellers at WCHS is ahandlin' yer accounts fer yuh. They really b'lieves in goin' all out fer a feller an' doin' it right now! T'other day a letter come frum Bob Brenner at Babbitt's tellin' 'bout a merchandizin' plan fer BAB-O and GLIM in connection with NONA FROM NOWHERE. He sent along some suggested spots fer ter be used. Well sir, these here fellers jest set right doum an' got them spots on th' schedule right away, an' that ain't all they done, neither! No-siree! Thet very afternoon they sent out letters ter th' grocers tellin' them ter git on their toes fer th' big promotion! Now, Reggie, yuh can't beat thet fer cooperation! Then I seen 'em gittin' out letters ter th' drug stores 'bout Dr. Pierce's Golden Medical Discovery, an' thet's on yer list, too! Yessir, thet's the way arr fellers does thin's. They really gives their clients fullest cooperation on ever'thin'!

Yrs.

Algy

WCHS
Charleston, W. Va.

'CONDITION WHITE'

KILO Gives Storm Service

DESIGNED to cope with winter's customarily severe attacks on North Dakota's Red River valley, KILO Grand Forks has introduced a public service called by the code name, "Condition White."

As soon as the code for KILO's storm service is received in the studios, the staff knows that regular programming may be interrupted at any time to broadcast special storm warnings, forecasts and distress messages. When a recent blizzard disrupted communications, messages were sent out, without charge, for stranded travelers, snowbound rural residents, school officials and others.

In checking for news on storms, KILO brings into play all local sources, including the highway, police and fire departments; transportation lines and weather news from the wire service. Weather news from all sources is correlated and prepared for broadcast under the direction of Bob Runyon, KILO news director.

STORECAST CORP.

List New Accounts, Renewals

STORECAST Corp. of America, New York, has signed 11 new advertisers and 17 renewals during the month of February. This makes a total of 25 new advertisers since the first of the year.

In southern New England, the following advertisers will use Storecast: Beech-nut Packing Co., and H. C. Brill Co., Inc. In Philadelphia, new advertisers are American Home Foods, Reddi-Wip Co., Reynolds Metal Co., National Selected Products, International Salt Co., and Swift Co. In Chicago, the advertisers are Holsum Products, Kraft Foods, and Van Holten & Son. In Pittsburgh, the new advertiser is Beechnut-Packing Co. Renewals in the New England area are: J. W. Beardsley's Sons, and J. H. Filbert.

COMMUNISTS

Radio Activity Charged

CHARGES that the Communist party organized radio programs on behalf of the American Slavs Congress and obtained time on WLOA Braddock, Pa., after being turned down by KQV Pittsburgh, were leveled before a House Un-American Activities subcommittee within the past fortnight.

Matthew Cvetic, former FBI undercover agent who held membership in the party, told the subcommittee, headed by Rep. Morgan M. Moulder (D-Mo.), that when he was a member of the congress' executive committee he met with district CP organizers to initiate the series of programs.

The program, *Keep America Free*, went off the air over six months ago after having been carried for a year and a half, and other foreign language programs following the CP line also have been discontinued by WLOA, Mr. Cvetic said. He cited Croatian, Ukranian, Polish and Slovak language shows.

Mr. Cvetic said he and two other CP card-holders originally approached KQV to take the series but that when the station refused the programs, one of his partners suggested WLOA "because he said he had some contacts there." Replying to a question, he said that, to the best of his knowledge, neither William G. Matta, president and general manager of WLOA, nor George Matta, commercial manager, was a Communist.

Case Suggestion

Rep. Francis Case (R-S. D.) suggested that a transcript of Mr. Cvetic's testimony, with respect to the alleged Communist broadcasts, be sent along to FCC.

The Commission also has before it a demand by Sen. Herbert O'Conor (D-Md.), chairman of a Senate Judiciary Immigration subcommittee, that FCC "take appropriate steps" to insure that Communist propaganda is not aired on American stations. His group has been studying Polish program activities of the Polish-owned, Communist-tainted Gdynia-American Steamship Lines [BROADCASTING, Feb. 20].

FCC has denied knowledge of the programs and has asked Sen. O'Conor for "any facts which you believe would be of interest to the Commission." Earlier testimony had indicated concern among Polish diplomatic officials, prior to launching the series, that transcripts would first have to be filed with FCC. Two stations carrying the programs have discontinued them.

LOBBY REPORT

$8 Million Spent in 1949

AN UNOFFICIAL lobby report shows a total spending in 1949 by registered lobbyists of nearly $8 million, it was revealed last week. Of this amount, the all-inclusive field of power and communications showed an expenditure of $553,405.

Included in this category were publications, electric companies and electric co-ops, and International Telephone & Telegraph Co., American Cable & Radio Corp., an IT&T subsidiary (owner of Commercial Cable Co., All America Cables & Radio Inc. and Mackay Radio & Telegraph Co.), and Clear Channel Broadcasting Service (CCBS).

Harold Hough, WBAP Fort Worth, listed as CCBS treasurer, reported that CCBS received $55,166. Part of the reported figure ($26,149) is allocable to lobbying, the report said. American Cable, which seeks legislation permitting merger of its firms and the cables of Western Union Telegraph Co., reported James A. Kennedy, vice president, as having received a salary of $22,500 "no part of which is allocable." IT&T showed no expenditures but listed Kenneth E. Stockton, president of American Cable, as having received salary of $45,000.

The lobby report, as prepared by the staff of the *Congressional Quarterly News Features*, Washington, was entered in the *Congressional Record* Monday by Rep. Frank Buchanan (D-Pa.).

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

ACTIONS OF THE FCC

FEBRUARY 25 to MARCH 3

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 24 Decisions . . .

BY COMMISSION EN BANC

Renewals Granted

Renewals for following FM stations were granted for period ending March 1, 1953: KALB-FM Alexandria, La.; KLA Hollywood, Calif.; K M H B Dalton, Tex.; KPFM Portland, Ore.; KSEI-FM Pocatello, Ida.; WFAM Lafayette, Ind.; WKWK Wheeling; WPEP-FM High Point, N. C.; WPAD-FM Paducah, Ky.; WTMA-FM Charleston, S. C.; WQAM-FM Miami, Fla.

WFLA-FM Tampa, Fla.—Granted renewal of license for period ending March 1, 1952.

WFMR New Bedford, Mass.—Granted renewal of license for period ending March 1, 1951.

WSON-FM Henderson, Ky.—Same.

WTAD-FM Quincy, Ill.—Same.

Temporary Extensions

Licenses for following experimental TV stations further extended on temp. basis to June 1, 1950: Balaban & Katz Corp., Chicago KA-3428 and KA-3429; Allen B. DuMont Labs., New York KA-61; KE2XDR; KA-3431; KA-3432; KE2XDN; KA-3433; KA-3434; KE2XDQ; Paramount TV Productions Inc., Los Angeles KA-3436 and KM2XBB.

WBKB Chicago—License for commercial TV station further extended on temp. basis to June 1.

WABD New York—Same.

Licenses for following developmental stations further extended on temp. basis to June 1, 1950: KE2XCV General Electric Co., Syracuse; Westinghouse Radio Stations Inc. KG2XAQ, KG2XAR, KE2XAS, KG2XAT, KG2XAU.

Hearing Designated

Illinois Baptist State Assn., Murphysboro, Ill.—Designated for hearing May 12 in Washington application for new station on 1230 kc 250 w unl. and granted petition of WEBQ Harrisburg, Ill. to designate application for hearing, making WEBQ party to proceeding.

Howard R. Ward, Bowling Green, Ohio—Designated for hearing on May 19 in Washington, application for new station on 730 kc 250 w D and made WHOT Pittsburgh, party to proceeding.

KPAS Banning, Calif.—Designated for hearing in Washington on May 17, application KPAS to change from 1490 kc 250 w unl. to 1320 kc 1 kw D.

Petition Denied

Farmington Bcstg. Co., Farmington, N. M.—Denied petition requesting removal from hearing docket and grant application for new station on 1240 kc 250 w unl.

Hearing Designated

WIKY Evansville, Ind.—Designated for hearing on May 19 in Washington application to change facilities of WIKY from 820 kc 250 w D to 680 kc 250 w unl. install DA for night use; made parties to Memphis and WMAQ Chicago CPs to proceeding.

WSB Atlanta, Ga.—Designated for hearing May 22 in Washington petition of WSB requesting reconsideration of grant to Aiken-Augusta Bcstg. Co. to change facilities of WNCA Aiken, S. C., and designation of such application for hearing; made WNCA Aiken party to proceeding.

Extension Granted

WLBE Jacksonville, Tex. — Granted extension of authority to operate station with power reduced to 100 w using formerly licensed KNET trans. for three month period expiring May 15, pending repair of licensed trans. or receipt of Forms 301 for new trans.

WPPA Pottsville, Pa.—Granted extension of authority for period of three mos. from Feb. 25 to operate night hours with DA and power reduced to 250 w pending replacement of center tower of licensed directional array.

Renewal Granted

KBYE Oklahoma City, Okla.—Granted license renewal for regular period.
KATO Reno, Nev.—Same.
WLAD Danbury, Conn.—Same.

Temporary Extensions Granted

Licenses for following stations further extended on temporary basis to June 1: WERD Atlanta; WKAX Birmingham, Ala.; KOA Denver; WMAQ Chicago; WNBC New York; KNBC San Francisco; WCBS & aux. New York; WCCO Minneapolis; WBBM Chicago; KCBS San Jose, Calif; WENR Chicago; WJZ & aux. New York; KGO San Francisco; WGY & aux. Schenectady; WPAL Charleston, S. C.; KLCN Blytheville, Ark.; KXA Seattle; WNEL San Juan; WPDQ Jacksonville; KTXJ Jasper, Tex.; WDEL Wilmington, Del.; WJVA South Bend; WNDR-FM Syracuse; WEEI-FM Boston; KDKA-FM Pittsburgh; KYW-FM Philadelphia; WBZ-FM Boston; WFMN-FM Alpine, N. J.; WXLW-FM Indianapolis; WPEN-FM Philadelphia.

Following were granted temporary extension of licenses to June 1: WCSI Columbus, Ind.; WTAR-FM Norfolk, Va.; WCOU-FM Lewiston, Me.; WBTM-FM Danville, Va.; WMBI-FM Chicago; WFNC-FM Fayetteville, N. C.; WAAT-FM Newark, N. J.; WWJ-FM Detroit; WHAS-FM Louisville; WROL-FM Knoxville; WOPI-FM Bristol, Tenn.; WHOP-FM Hopkinsville, Ky.; WATL-FM Atlanta; KMYC-FM Marysville, Calif.; WCRS-FM Greenwood, S. C.; WGBA-FM Columbus, Ga..; WKOK-FM Sunbury, Pa.; WVJS-FM Owensboro, Ky.; KJBS-FM San Francisco; WBZA-FM Springfield, Mass.; WOWO-FM Ft. Wayne; WRC-FM Washington; WNBC-FM New York; WTOP-FM Washington; K I N G - F M Seattle; WBBM-FM Chicago; KDYL-FM Salt Lake City; WOL-FM Washington.

Renewals Granted

Following FM stations granted renewal of licenses for regular period; WMCP Baltimore; WJAC-FM Johnstown, Pa.; WBRE-FM Wilkes-Barre; KFSD-FM San Diego.

February 27 Applications . . .

ACCEPTED FOR FILING

AM—1470 kc

West Bend Bcstg. Co., West Bend, Wis.—CP new AM station 1430 kc 500 w D AMENDED to request 1470 kc.

Modification of CP

WHMB Washington, D. C.—Mod. CP new FM station for extension of completion date.

License for CP

WTVN Columbus, Ohio—License to cover CP new commercial TV station.
WICU Erie, Pa.—License to cover CP new commercial TV station and to indicate studio and trans. sites as 3516 State St. in lieu of between 35th and 36th Sts. on State St.
WREV Reidsville, N. C.—License to cover CP new FM station.

License Renewal

Applications for license renewal filed by following AM stations: WBRC Birmingham, Ala.; KGHI Little Rock, Ark.; KSUI Iowa City, Iowa; KMA Shenandoah, Iowa; WWJ Detroit; WARC Rochester, N. Y.; WTRY Troy, N. Y.; WSIX Nashville, Tenn.; KTLW Texas City, Tex.; KALL Salt Lake City, Utah; WHA Madison, Wis.

February 28 Decisions . . .

BY THE SECRETARY

The Elm City Bcstg. Corp., New Haven, Conn.—Granted license to cover CP which authorized reinstatement of new exp. TV relay KCA-60.
WJAS-FM Pittsburgh, Pa.—Granted license covering changes in existing station; Chan. 259 (99.7 mc), 24 kw, ant. 470 ft.
KBEE Modesto, Calif.—Granted license for new FM station; Chan. 277 (103.3 mc), 11.5 kw, ant. 150 ft.
WEPS Elgin, Ill.—Granted license for new noncommercial educational FM station; Chan. 201 (88.1 mc), 10 w.
WPWT Philadelphia—Granted license for new noncommercial educational FM station; Chan. 211 (90.1 mc), 10 w.
WPAW Pawtucket, R. I.—Granted license for new standard station; 1380 kc 500 w D.
WHHS Havertown, Pa.—Granted license for new noncommercial educational FM station; Chan. 207 (89.3 mc), 10 w.
WVMC Mt. Carmel, Ill.—Granted mod. license change studio location.
KPRC Houston, Tex.—Granted CP install new trans.
KVMC Colorado City, Tex.—Granted mod. CP for approval of ant., trans., and studio locations and change type trans.
KROW Oakland, Calif.—Granted mod. CP for extension of completion date to 8-24-50.
WKBN-FM Youngstown, Ohio—Same to 9-15-50.
WRVC Norfolk, Va.—Same to 9-15-50.
WBAB-FM Atlantic City, N. J.—Same to 9-15-50.
KSNI Monterey Peninsula Bcstg. Co., Salinas, Calif.—Granted request for voluntary assignment of license to Salinas Newspapers Inc. (No monetary consideration).
W F M J - F M Youngstown, Ohio—Granted license new FM station; Chan. 286 (105.1 mc), 50 kw, 330 ft.
WWOD-FM Lynchburg, Va.—Granted license new FM station; Chan. 261 (100.1 mc), 940 w, 170 ft.
WDOD-FM Chattanooga, Tenn.—Granted license new FM station; Chan. 243 (96.5 mc), 42 kw, 1040 ft.
Radio Americas Corp., Mayaguez, P. R.—Granted license new remote pickup KA-5699.
Delta Bcstg. Co., Escanaba, Mich.—Granted license new remote pickup KA-5240.
The Greenville News-Piedmont Co., Greenville, S. C.—Granted mod. license to change frequency of remote pickup from 26.11 mc to 26.21 mc. KA-3301.
Southwestern Bcstrs., Littlefield, Tex.—Granted CP new remote pickup KA-5830.
Monahans Bcstrs., Monahans, Tex.—Granted CP for new remote pickup KA-3224.
Greenville News - Piedmont Co., Greenville, S. C.—Granted CPs new remote pickups KA-5832-3.
KOVO Bcstg. Co., Provo, Utah—Granted CP new remote pickup KA-5831.
Colorado Bcstg. Co., Pueblo, Col.—Granted CPs new remote pickups KA-2066-7-8.
Bamberger Bcstg. Service, Inc., Area of Washington, D. C.—Granted CP new remote pickup KA-2880.
The Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.—Granted CP new STL, KEB-21.
National Bcstg. Co. Inc., Cleveland, Ohio—Granted CP new STL, KGB-47.

Following were granted mod. CPs for extension of completion dates as shown: WKMH-FM Dearborn, Mich. to 5-28-50; KVLC-FM Little Rock, Ark. to 5-13-50; WCUM-FM Baltimore to 9-13-50; WDBO-FM Orlando, Fla. to 9-14-50; WHB-FM Kansas City, Mo. to 9-13-50.

February 28 Applications . . .

ACCEPTED FOR FILING

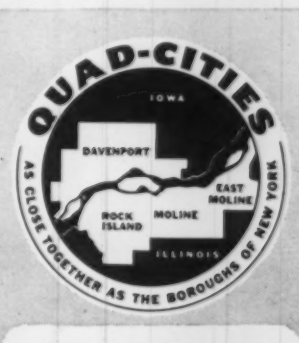
FM Changes

WGBA-FM Columbus, Ga.—CP make changes in existing FM station to change ERP to 2.32 kw, ant. to 59 ft. above average terrain.

Modification of CP

WRFD-FM Worthington, Ohio—Mod. CP new FM station for extension of completion date.
KRIC-FM Beaumont, Tex.—Same.

(Continued on page 82)



OVER 230,000 POPULATION

Largest population market in Illinois and Iowa, outside Chicago.

Family income tops $5,650 per year.

Farm machinery manufacturing center of the nation.

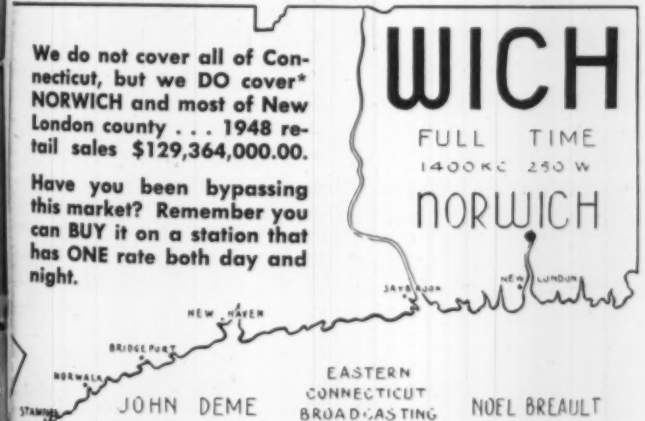
Delivering more listeners at a lower cost . . .

WHBF
5000 Watts Basic ABC
AM • FM • TV

National Representatives . . Avery Knodel, Inc.

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.



JOHN DEME, PRES. & GEN. MGR. — EASTERN CONNECTICUT BROADCASTING COMPANY — NOEL BREAULT, SALES MGR.

***You'd be surprised at our coverage in New London.**

RCA TUBES ...

the standard of comparison

Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers

● For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA

RCA **RADIO CORPORATION of AMERICA**

ELECTRON TUBES — **HARRISON, N.J.**

FCC Actions

(Continued from page 81)

Applications Cont.:

WPMP Pascagoula, Miss.—Mod. CP new AM station for extension of completion date.

KMPC Los Angeles—Mod. CP increase power etc. for extension of completion date.

License for CP

WABG Greenwood, Miss.—License to cover CP new station.

License Renewal

Application for license renewal filed by following AM stations: KXJK Forrest City, Ark.; KFSA Ft. Smith, Ark.; WKY Oklahoma City; KFRD Rosenberg, Tex.; WMMN Fairmont, W. Va.

TENDERED FOR FILING

AM—1490 kc

WIHL Hammond, La.—CP change from 730 kc 250 w D to 1490 kc 250 w unl.

March 1 Decisions . . .

BY COMMISSION EN BANC

Motion Denied

KMPC Los Angeles, WJR Detroit, WGAR Cleveland—Denied (1) motion of G. A. Richards et al filed Feb. 21, for more definite statement of matters of fact and law asserted and for a bill of particulars in the transfer and renewal proceedings involving these stations, and (2) petition filed same date for conformance of procedure to Section 9(b) of Administrative Procedure Act. As previously reported hearing in this case is scheduled to start March 13 at Los Angeles before Examiner J. Fred Johnson Jr.

License Extended

KVSO Ardmore, Okla.—Present license extended on temporary basis to June 1.

WIPR San Juan, P.R.—Same.

KVWC-FM Vernon, Tex.—Present license FM station extended on temporary basis for period of 30 days from March 1.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

FCC General Counsel—Granted extension to March 27 to file exceptions to initial decision issued re application of Lawrence Bcstg. Co., Lawrence, Kan.

KVLH Pauls Valley, Okla.—Granted dismissal without prejudice of application to change hours of operation from D to unl.

KIOA Des Moines, Ia.—Granted extension to March 30 to file exceptions to initial decision issued re application.

WOW Omaha, Neb.—Granted extension of time to March 27 to file exceptions and request oral argument to initial decision issued in proceeding re KID Idaho Falls, Ida.

The Hutchinson Pub. Co., Hutchinson, Kan.—Granted dismissal without prejudice of application.

WMAY Springfield, Ill.—Granted leave to intervene in hearing presently scheduled for March 14 in proceeding re application of KSGM St. Genevieve, Mo.

Manitowoc Bcstg. Co., Manitowoc, Wis.—Granted extension to March 9 to file reply to petition for reconsideration of grant of application filed by The State of Wis. and the U. of Wis., Madison, Wis.

WPLH Huntington, W. Va.—Granted extension to March 10 to file opposition to petition for rehearing filed by WPAR Parkersburg, W. Va.

By Examiner J. Fred Johnson

KMPC Los Angeles, WJR Detroit, WGAR Cleveland—Granted motion requesting prehearing conference in connection with applications for transfer of control and renewal of licenses and scheduled prehearing conference for 2:30 PM, March 1, to discuss and attempt to reach agreement among all parties with respect to (a) simplification, clarification and limitation of issues at hearing; (b) stipulations respecting facts; (c) procedure to be followed at hearing; (d) limitation of number of witnesses; (e) necessity and desirability of prior exchange of exhibits; and (f) any other matters that may tend to expedite proceedings.

WOBS Jacksonville, Fla.—Granted continuance of hearing on application; hearing continued from March 3 to May 5.

York Bcstg. Co., York, Pa.—Granted indefinite continuance of hearing in re application for CP; hearing continued until further order.

By Examiner Jack P. Blume

KTBB Tyler, Tex.—Granted indefinite continuance of hearing on application.

By Examiner Fanney Litvin

Louis Wasmer, Pasco, Wash.—Granted continuance of hearing re application and that of Cascade Bcstg. Co. Inc., Richland, Wash.; hearing continued from March 22 to April 24.

By Examiner James D. Cunningham

FCC General Counsel—Granted continuance of hearing for 60 days in re petition of John J. Dempsey vs KOB Albuquerque, N. M.; hearing continued from Feb. 28 to May 1 in Albuquerque.

WSNY Schenectady, N. Y. and Winslow P. Leighton, et al (transferees)—Granted extension for filing proposed findings in Dockets 9315, 9366 and 9367; ordered that final date for filing proposed findings be extended to March 31.

WCPM Middlesboro, Ky.—Granted extension of time for filing proposed findings in re application extended to March 13.

By Examiner Basil P. Cooper

WJBF Augusta, Ga.—Granted continuance of hearing re application and that of WATL and WGST Atlanta; hearing continued from March 6 to May 15.

By Examiner Elizabeth C. Smith

WLCS Baton Rouge, La.—Granted continuance of hearing re application and that of KJAN Bcstg. Co., Baton Rouge, La.; hearing continued from March 1 to April 10.

By Examiner Leo Resnick

FCC General Counsel—Granted extension to file proposed findings of fact re application of KEYY Pocatello, Ida.; time extended to March 7.

WFBC Greenville, S. C.—Granted continuance of hearing re application and that of Houston Bcstrs., Albany, Ga.; hearing continued from March 6 to May 1.

By Examiner J. D. Bond

KFRD Rosenberg, Tex.—Granted petition to amend application to specify 500 w daytime, in lieu of 1 kw, and to delete all reference to nighttime operation and to specify revised financial program data; accepted amendment and removed application from hearing docket.

(Continued on page 87)

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Successful sales manager—Texas ABC station. Good territory, requiring good man. Permanent. Equitable compensation. Send full sales resume. Box 227E, BROADCASTING.

Sales manager-salesman, 25-35 years old with three years experience for kilowatt Michigan network station. Must own car, personal interview at own expense, salary in keeping with ability. Give full story first letter. Box 247E, BROADCASTING.

Manager with good selling background and record for 500 watt daytime independent in Manhattan, Kansas. Starting operation within approximately 90 days. Must be thoroughly qualified in management and sales. Opportunity for part ownership to right man. One of a group of three stations operating in Hastings, Nebraska, Coffeyville and Manhattan, Kansas. Write complete details to Mr. Duane L. Watts, General Manager, KHAS, Hastings, Nebraska.

Enlarging staff! Field managers covering Chicago, Boston, Toronto, Montreal and Mexico City areas. Good percentage deal, representing RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Salesmen

Long established station with excellent record and market has opening for aggressive salesman who is well established in radio. Prefer man from Mississippi, Arkansas or Tennessee area. Opening offers excellent opportunity and would likely immediately equal or better present earnings of applicant. Submit complete personal background and photo. Reply confidential. Box 252E, BROADCASTING.

Experienced radio time salesman for well accepted and well financed FM-AM station in small midwest town where competition is tough. Permanent future for right man. Write giving complete background with photograph. Must be aggressive and anxious to serve customer. No high pressure. Box 332E, BROADCASTING.

Immediate opening experienced salesman. Aggressive, no high pressure, 250 watt Mutual. Salary plus commission on all local business. One man sales staff. Prosperous midwest community. Send complete story, recent photo, references. Box 342E, BROADCASTING.

Experienced salesman wanted for full-time 250 watt independent in town of 18,000. State full information in first letter WMDN, Midland, Michigan.

Announcers

Immediate opening, good opportunity for announcer who plays Hammond organ and piano. Submit audition disc and full details. Box 320E, BROADCASTING.

Wanted—Play-by-play sports announcer and salesman to broadcast baseball and cover regular accounts. Must have sales and announcing experience. Network affiliated station in midwest city of 50,000 population. Box 331E, BROADCASTING.

Special events man to work regular board shift and special events plus occasional mc. Network station in Dakotas. Send full details and photo. Box 337E, BROADCASTING.

Announcer. Straight staff with network affiliate. Must be experienced. Prefer Michigan man. Send disc, qualifications. WBCM, Bay City, Michigan.

Wanted: Announcer with first ticket. No combination work. No maintenance. Just straight relief. Six days week. Will consider man with potential but no announcing experience. Tell all first contact WRCS, Ahoskie, N. C.

Help Wanted (Cont'd)

Technical

Experienced transmitter operator familiar with 5 or 10 kw AM operation, should have directional antenna experience, must have car. New York state, permanent. Box 359E, BROADCASTING.

Two engineers (transmitter and studio) needed for finest University FM station in southwest to open in late Spring. Prefer men at least 28 years of age with university background. Must have 1st phone and experience on engineering and repair. Station will broadcast strictly non-commercial—FM from 6 to 10 hours daily. Opportunity for continued study at University if interested. State salary required. Write details to Dr. Wilton W. Cook, Station KUHF-FM, University of Houston, Houston, Texas.

Engineer—Sober and reliable for top facility AM-FM outlet in northcentral section in Ohio. No mail applications considered. Apply personally Chief Engineer, WATG, Ashland, Ohio.

WGCM, Gulfport, Mississippi has opening for chief engineer.

Immediate opening — Engineer - announcer. Good voice necessary. Permanent position. Send full information. Experience, salary requirements and photo first letter. WMLT, Dublin, Georgia.

Production-Programming, others

Wanted—Girl for continuity and traffic. Will accept girl with minimum amount of experience. Network affiliated station in midwest city of 50,000 population. Box 330E, BROADCASTING.

Continuity writer, experience necessary. WWCA, Gary, Indiana. Starting $150 per month.

Situations Wanted

Managerial

Solid radio manager available. 22 years experience all departments. Basic program specialist, former network producer, executive. Good salesman, alert to Hooperaising with emphasis on black P & L statements. Solid, sober family man who doesn't offer cure-all or overnight success to starving newcomers, but conscientious sales, programming and promotion resulting in sizable gains. Not afraid to tackle the toughest job at any size station, any network or even television. Available by my own choice and desire to work where hard work is appreciated and encouraged and compensation is commensurate with ability and results. What have you to offer? Box 225E, BROADCASTING.

Sales manager of 50,000 watt owned and operated station. 15 years with station. Age 42. Previous wholesale and retail selling. Married, with family. Experienced in all phases of station operation. Would like position of manager or sales manager of station of 5,000 watts and up with NBC or CBS affiliation. Available with customary 30 day notice. Box 281E, BROADCASTING.

Salesmen

Thoroughly experienced producer, university graduate, over 10 years experience, hard worker, single, aggressive, proven sales records, available, desire better opportunity, no high-pressure, announcer-control operator, remotes experience. Wire, write offer, don't drink. Box 50E, BROADCASTING.

Situations Wanted (Cont'd)

Salesmanager or salesman, can write, produce and announce. Young, aggressive college grad who knows the business. Box 317E, BROADCASTING.

Are you looking for a salesman who can develop, create and sell business, both local and regional for your station? Drawing account to be repaid from earned commissions. Presently employed. Then please write Box 318E, BROADCASTING.

Well experienced and seasoned salesman seeks worth while connection. Not in small money but don't expect a pension on silver platter. Hard worker, sober, ideas, qualified to supervise station or sales, but not too good to pound the streets. Have good car, good references and high sales record. Available about April 1. Box 319E, BROADCASTING.

Executive type, sales success, college, available for topflight progressive station. Box 321E, BROADCASTING.

Excellent sales background, producer fast selling shows, programmer. Ambitious young college graduate seeks golden opportunity to advance. Proven results without high pressure methods. Can produce your needs and promote your interests. Stable, reliable. Resume, references. Box 328E, BROADCASTING.

Executive type, sales success, college, employed, desires to change market. Box 392E, BROADCASTING.

Announcer. Versatile, trained. Good voice and enunciation. Not stuffy or dull nor asinine. Inexperienced. Joseph Carbone, 440 Schiller, Chicago.

Small market radio managers, attention. Denver University radio-business graduate available mid-April. Sell, announce, write, sing, etc. Prefer sales. Reliable. Experienced. References. Enthusiastic. Wood, Box 30, Grand Junction, Colorado.

Announcers

Experienced announcer — overall announcing including news, DJ, commercials, etc. Operate console, write copy. Single, dependable, conscientious. Available immediately. Box 123E, BROADCASTING.

Announcer—Experienced deejay; news and sports. Married veteran. Disc and photo available. Box 231E, BROADCASTING.

Sports announcer. Play-by-play all sports. Best baseball announcer in the business. Excellent references. Will accept only top position. Box 251E, BROADCASTING.

Looking for a personality? Well, I'm a flub! Two years announcing-copywriting. Single, 25. Think dead air is bad? Just hear my disc! Box 255E, BROADCASTING.

Experienced morning team. Hillbilly jockey mail-pull personality teams with local news man (also sports play-by-play). Will travel. Disc, photos, references. Box 270E, BROADCASTING.

Stations west of the Mississippi, available March 30. Play-by-play sports, special events, news, ad-lib disc shows, staff announcer. Chief announcer at present time. Looking for more progressive station heavy in sports. Can do sales. Single, 27. Disc, photo available. Box 285E, BROADCASTING.

Attention New England and Florida station managers. Recent college grad, vet, 25, single, practical experience as station manager of 2 college stations and work in net affiliate, desires position in progressive station as announcer or copywriter. Top references. Box 310E, BROADCASTING.

Family man, 34 with well received, rich mature voice, and 14 years announcing, dramatic and program experience desires affiliation with alive, progressive station. No floater. Now in 10th year at present station. Feel change imperative because of station's economic situation. Prefer southwest, but will answer offers from anywhere. I believe I'll please you—why not investigate. Box 311E, BROADCASTING.

Young man with no experience wants job as announcer-engineer. Box 313E, BROADCASTING.

Looking for someone exceptional? Dependable engineouncer with car. Prefer east, $65. Wire audition available. Will answer all letters to Box 314E, BROADCASTING.

Situations Wanted (Cont'd)

Attention Florida stations! Veteran staff man with play-by-play experience available. Presently employed. Disc, photo, details on request. Box 315E, BROADCASTING.

Baseball play-by-play. Experienced. College graduate. Box 325E, BROADCASTING.

Attention sports stations! Topnotch play-by-play man looking for advancement. 4 years experience staff, sports. Presently employed. Station not carrying baseball this year. Disc, photo, details on request. Box 316E, BROADCASTING.

Excellent sportscaster. Desires baseball 1950. Single or team. Presently kw staff and sports. College. Married. Box 324E, BROADCASTING.

Want to corner a rich hillbilly market? I can do it because I've done it before. Have top rated hillbilly-western show at present that's sold solid. Can furnish plenty proof of ability, but don't take my word. Experience? I've got plenty of that too. Age 29. Married. Child. Sober. Not just interested in changing—interested in opportunity. Box 326E, BROADCASTING.

Here's the man to take over your sports department and special events. 4 years solid experience with top play-by-play all sports. Also participation and disc shows, news reporting. Seeks permanency with forward-looking station. Best references. Box 327E, BROADCASTING.

Triple threat combo man offers five years staff, play-by-play and first class phone, for responsible position with accent on sports. Salary commensurate with ability and experience. Married, 26, and sober. Write Box 329E, BROADCASTING.

Announcer-dj; completely experienced combo man with ideas. Available now. Box 333E, BROADCASTING.

Professional announcer desires staff work or teaching job. 10 years radio-television background. Box 334E, BROADCASTING.

Brand new, never before used announcer. Professionally trained. Midwest. 20, single. Immediate delivery. Box 339E, BROADCASTING.

Sports director. Play-by-play baseball, basketball, football, boxing. College graduate. Married. Top references. Presently employed, seek security with TV future. Box 340E, BROADCASTING.

Announcer with 1½ years experience net and independent, five kilowatt at 250, is seeking a chance to learn more about your operation. I've handled and can handle staff work competently but know there's a lot more I can learn with you. Your letter will bring my qualifications, references and disc promptly. Please write Box 341E, BROADCASTING.

Versatile announcer, dj. Ambitious young, commercial. New York radio background. 3 years experience. Intelligent salesmanship, programming and ad-lib ability. Outstanding success selling national accounts personality disc shows. Broad musical education. Substantial station northeast area. Box 343E, BROADCASTING.

Combination office man, announcer. Handle all work in both departments. Full experience. Sixty dollars. West Virginia. Box 345E, BROADCASTING.

Combination announcer-engineer, thoroughly experienced in small station operation. Presently employed. Desires change. Family man, dependable, good references. Box 348E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. Produced, sang, emceed amateur shows in Chicago night clubs. Two years college. Former 5000 watt NBC affiliate. Consider all offers. Box 351E, BROADCASTING.

Friendly voice, experienced announcer, disc jockey with novel dj ideas. College, ambitious, young, single and sincere. References. Travel. Disc, photo. Box 352E, BROADCASTING.

Let's be truthful. You could use another staff announcer. I've had only 2 years radio school, all phases, one year small station. Need break. Write me. Disc, photo on request. Box 353E, BROADCASTING.

Situations Wanted (Cont'd)

gro combo man, two years experience all phases. Play-by-play my meat. ollege. Box 354E, BROADCASTING.

nnouncer with experience desires sition with progressive station. Can ndle all types of shows. Heavy on sic and sports shows. Box 360E, ROADCASTING.

nnouncer—Good staff man. Two years perience. College background, mue major. Speech and dramatics at lumbia University. Presently emyed metropolitan New York station ich anticipates cutting staff. Excelt dj, authoritative news reporting, aight commercial announcing. Imination, versatility; warm, sincere le. Best of references. Age 29, rried, one child. Disc on request. ox 362E, BROADCASTING.

ortscaster—experienced play-by-play, aff. Baseball, basketball. Young, rried. Box 365E, BROADCASTING.

dience builder, strong commercials, rsatile, fast selling shows, personle, friendly informal approach. Sing- disc jockey, dialects, gimmicks ed. AM or TV, college graduate ccessful background wants to plant bitious seeds in fertile garden. Disc. sume, references. Box 369E, BROADASTING.

ung man—to learn radio announcing. ill travel anywhere. College. Box E, BROADCASTING.

nnouncer, 6 yrs. experience, news, c shows, commercials, anything and erything required of staff man. B.S. gree. Box 372E, BROADCASTING.

ality and quantity in ability. Exrienced, versatile. Possess excellent ice for announcing, newscasting. All c shows. Write continuity, operate ard. Single, sober, free to travel. lary secondary to furthering career. x 374E, BROADCASTING.

nnouncer, experienced, dependable, rried, will travel anywhere. Disc, oto available. Box 375E, BROADASTING.

nouncing school graduate looking starting position anywhere. Disc d photo on request. Box 377E, OADCASTING.

oking for an announcer, writer comtation who has good training, educan and ideas? Will to work. Box E, BROADCASTING.

nouncer—College grad, vet, over 1 r experience as chief announcer for med Forces Radio Service. Extenve knowledge of music, both popular classical. Disc and photo on reest. Will travel. Box 379E, BROADASTING.

ortscaster. Baseball play-by-play. ayer background. College degree oadcasting. Young, hardworking, ere, sober. Box 381E, BROADASTING.

y-by-play sportscaster and commenr available immediately. Baseball, sketball and football experience. k permanent sports position. Travel ywhere. Presently employed but t better position. Anxious for eball opening. Disc, photo and letravailable. Box 382E, BROADCAST-

mbo man, independent, network exience. Heavy play-by-play in major rts. Capable DJ, announcer. Reorization of stock holders eliminated job. Manager confirmation and mmendation. State minimum sal- Box 385E, BROADCASTING.

nouncer, all-round man. Five nths experience, voice, diction and erpretation good, ad-lib, DJ. Family seeking permanency. Sales interDisc available. Southwest prered. Box 386E, BROADCASTING.

illbilly announcer and double in ight announcing, clean, sober, exrienced. Mid-south. Box 387E, OADCASTING.

o sportscaster, excellent play-by-, listener appeal, employed, avail- immediately, references. Box 388E, OADCASTING.

nouncer, 5 years top experience, vy on news, presently employed, ks better position, metropolitan cenonly. Box 389E, BROADCASTING.

wscaster, disc jockey, 20, graduate ool of Radio Technique, Chicago, er, willing to work. Contact Kenh Daum, Route 3, Box 552, Pewau- , Wisc.

perienced announcer-copywriter, ficient in news, disc shows, remotes h emphasis on commercials. Mini- m $60.00. Mayo Fidler, 3148 Wilson ve., Chicago, Ill. Phone Irving 8-1681.

Situations Wanted (Cont'd)

Announcer. Graduate of one of countries foremost announcing schools. Who will give newcomer a chance? Midwest preferred but will consider any offer. Record upon request. Cecil Muir, 319 E. Chicago St., Elgin, Illinois.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Radio-telephone, 1st class interested in announcing and maintenance. Willing to travel. Joseph A. Ristuccia, 226 Dean Street, Brooklyn, N. Y. Ulster 5-0685.

Sports announcer. Experienced play-by-play baseball, basketball, football. Sportscasting ability to get complete local sports coverage. Edit wire information. Will supply photo and disc. Bill Robertson, 1612½ Ayres, Corpus Christi, Texas.

Competent announcer—3 years experience independent and network affiliate. Versatile in all phases. Bob Stanley, 4953 N. Whipple St., Chicago, Ill. Phone Irving 8-7763.

Well known baseball announcer available. Exclusive broadcast rights for '50 in the AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs, Hooperating and audience response. Proven results guaranteed by the settled college and radio educated man. Call George Taylor, Birmingham 6-6172 or Bessemer, Alabama 4866J.

Experienced announcer, work board, disc news personality shows. Want permanent opportunity, age 23, single. Bob Troner, 83-20 Broadway, Elmhurst, N. Y. Havemeyer, 9-8745.

Disc jockey, sportscaster, announcer. Experienced. Single. Now with Mutual key station, Washington, D. C. Outstanding references from present employer, details, disc or interview. Ted Work, 3100 Connecticut Ave., Washington, D. C.—Hobart 6565, #127.

Morning man, hillbillie-popular, deep voice, Arthur Godfrey type. Box 7432, Court House Station, Asheville, N. C.

Technical

Engineer 1st phone, telegraph, amateur 7 years communications. No broadcast experience, very reliable, 25, married. Box 43E, BROADCASTING.

Engineer, 6 years experience in studio and transmitter installation, operation and maintenance, single, presently employed. Box 56E, BROADCASTING.

Thoroughly experienced chief engineer available soon. Details Box 78E, BROADCASTING.

Engineer—2 years transmitter, remotes, 3 years Army radio, radar experience, Graduate RCA Institutes. Presently employed. Box 125E, BROADCASTING.

Young single engineer desires position with progressive station going into TV. RCA graduate, 1st phone, available immediately. Salary secondary. Box 228E, BROADCASTING.

Engineer, 20 years experience, 1st class license; installation, maintenance and operation, AM and FM transmitters and studio equipment. Married, reliable and good references. Will travel. Box 230E, BROADCASTING.

Chief engineer 10 years experience all phases presently employed, references. Box 249E, BROADCASTING.

Experienced engineer, 18 months — full knowledge control board and remote. Single, will travel. Presently employed. Box 250E, BROADCASTING.

First phone, experienced, transmitter, console, remotes. Married, car. Wish to settle in northeast. Available on short notice. Box 286E, BROADCASTING.

Engineer, 1st phone. Veteran. 27; 17 months transmitter. Technical school graduate, AM, FM, TV. Interested AM station, travel. Box 294E, BROADCASTING.

Engineer, first phone, seeks better future. 2 years experience. Can sell, announce. Married, car. Box 329E, BROADCASTING.

Situations Wanted (Cont'd)

Desire position engineer or combo. 4 years experience, CREI graduate, 1st phone, married, 36, car. Ambitious. Disc available. Advancement opportunities more important than starting salary. Box 344E, BROADCASTING.

Engineer—Experienced chief, installation and combination. Top references. Prefer Florida. Box 347E, BROADCASTING.

Position wanted as engineer or engineer-announcer, preferably straight engineering. 1 year engineering Ga. Tech. 2 years television training. 4 months experience as engineer-announcer on one kilowatt transmitter. Hold TV-engineer diploma and 1st class license. Box 349E, BROADCASTING.

Holder of first class phone license. Will consider position anywhere. Experience: none. Ambition: plenty. Box 355E, BROADCASTING.

Engineer, licensed—three years experience transmitter, remotes, maintenance. Have car. Any location. Box 356E, BROADCASTING.

Combination operator-announcer and salesman, 12 years experience. Experienced as chief engineer of 250 and 1 kw also construction and installation. Family man wants position with station in northwest. Excellent references, good selling voice on the air. Write 357E, BROADCASTING.

Young, experienced combination man holding first phone, second telegraph licenses available immediately. Box 363E, BROADCASTING.

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa. preferred. Box 366E, BROADCASTING.

Experienced construction engineer, 11 years experience as chief engineer, constructed 3 new stations since war. Have management and sales experience. Good references. Write 358E, BROADCASTING.

Engineer—1st class phone, 2 years radio communications—no broadcast experience, will relocate. Box 370E, BROADCASTING.

Experienced first class radio telephone operator. Currently with twenty kilowatt New York City FM station. References from same, will travel. Box 373E, BROADCASTING.

Ambitious RCA Institutes grad with first phone ticket and 3 months varied AM experience desires position. Theodore Bonn, 108 Grand Ave., Ridgefield Park, New Jersey.

Wanted engineering or combination job. Some engineering experience, 22, single. Car, travel anywhere. Chris Ten Brook, 1447 South Greenwood, Wichita, Kansas.

Engineer, experienced, console, transmitter. Young, single, do not smoke or drink. Salary secondary. Eugene Brown, Alden, Iowa.

Engineer, 1st phone, graduate of FM and television, single, veteran, willing to travel, available immediately, Leander Butkiewicz, Kettle River, Minnesota.

Graduate leading radio school. Holder first class ticket; inexperienced. Will accept reasonable salaried position in south. Ned Butler, Box 1185, Centreville, Mississippi.

Available immediately—Engineer, 1st phone, 10 months experience, veteran, seeking permanent position eastern states. Phil D'Ambrosio, 439 East 121 St., New York, New York.

Vet 25 to be married, have car, 1st phone. Telegraph, 2 years CW, 6 months broadcast. Presently employed, desire steady position Scranton and vicinity, New Jersey or New York. Joe Guzior, 275 High St., Newark, N. J.

Young, single, first class ticket. Graduate of leading school AM, FM, TV. No commercial experience. Willing to learn, will travel. Richie Napoli, 309 Jefferson St., Brooklyn 6, N. Y.

Radio technician, first class license in radio telephony, technical school graduate. Free to travel. Notify: Edward Wagner, 1111 Williams Court, Brooklyn, New York.

Holder first phone seeks permanent broadcast position. Two years experience, Army 500 w AM, 150 w FM. Will travel. Ernest C. Wood, 288 Fifth Ave., Brooklyn, N. Y. ST. 8-5739.

Situations Wanted (Cont'd)

Production-Programming, others

Three years . . . from first day at mike to present position as station manager. Now 29. Experienced with affiliates and independents. Have good job. Fine employer, but too many duties. Programming my specialty. Listen to reasonable offer involving programming, production or promotion in radio or allied field. No hurry. Box 275E, BROADCASTING.

Miss Brown—Must you spend all your time in the ladies' lounge? I want you to take a letter to the program director/announcer listed in this week's BROADCASTING. He says he's college trained with three years experience in every phase of air work—says he has plenty of programming ideas and a welcoming attitude toward hard work. He has a family, is presently employed, but is looking for an honest, stable, progressive station run on a sound business basis by people who know radio. Says he'll send tape, details and references to prove he can fit in. So please come out, Miss Brown—I want to write the guy and see what he's got. His address is Box 361E, BROADCASTING.

Production director, young, experienced, versatile, wants connection with progressive station. Box 364E, BROADCASTING.

Diversified experience, will accept any offer to start. Motion picture background, formerly associated with prominent New York production man. Graduate Television Workshop. Box 376E, BROADCASTING.

Program director experienced sales, agency and all phases station operation. Specialty sports. Married, will travel for interview. Box 390E, BROADCASTING.

Radio-TV program director. 12 years in radio, 1 year head of TV programming-production. Desires change where opportunity to eventually enter ownership is available. Not necessarily TV. Box 391E, BROADCASTING.

Young, professional man, 5 years Army engineer officer. Affiliated radio since 1937 desires position with progressive TV or radio station. Have formal schooling all phases radio and TV production, program building, staff work. Professional experience as vocalist, emcee. Will sell home to move where personal merit affords opportunity for advancement. Win Irving, 1171 S. Lyman, Oak Park, Illinois.

Experienced traffic director desires position in radio on eastern coast. College education. Journalism major. Good references. Contact F. E. Marble, Ridgecroft, Box 518, Southern Pines, N. C.

Writer-announcer, 25, seven months experience 250 watt independent. Wants spot any section of U. S. ½ year TV trained, 1½ years college. Have handled full copy load plus regular announcer shift. Will start immediately. Bill McGillivray, Box 665, Thief River Falls, Minnesota.

Precision tape editing by network engineer. Ampex, Brush machines. Phone President 2-2553, New York.

Television

Technical

First phone license, Class "A" ham, 18 years projectionist sound technician. Should prove asset to TV station using film. Box 271E, BROADCASTING.

Production-Programming, others

Production man-writer, radio and TV experience desires spot on TV production staff. Presently employed. Minimum $75.00 per week. Box 338E, BROADCASTING.

TV director. 16 months assistant director major network outlet. Familiar with all phases of production from writing to stagecraft. Can build any type of show. Consider radio position in interim, if necessary. Box 346E, BROADCASTING.

To those having CP's for TV or TV stations seeking creative ideas, sales and production ability: here is proven record of achievement, young, BA, high caliber experience in all phases of broadcasting. Resume, references. Box 367E, BROADCASTING.

(Continued on next page)

XUM

For Sale

Stations

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Son, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

50 kw transmitter, RCA1050-B, available about March 1. Modifications include factory built around all or complete voltage feedback and A.C. on all tube filaments. $7200 worth of operating and spare tubes and spare parts. Box 150E, BROADCASTING.

For sale: Hewlett-Packard model 335B FM frequency and modulation monitor. New, in original shipping crate. Set up for 107.9 MC. Can be used on any frequency with proper crystal that can be obtained from H-P. Cost originally $935.00. Write Box 159E, BROADCASTING.

Used AM and FM equipment: General Electric 2 kw FM amplifier, model 4 BT 3A-1. used approximately two years. Excellent condition. Also, 250 watt AM Temco transmitter, converted to broadcast specifications, approved for broadcast by FCC during war. Complete except tubes and crystals. Make reasonable offer to Box 312E, BROADCASTING.

Andrews coaxial conductor. Have 16 20-foot lengths of 3⅛" coax never unpacked from original cases. 25% off list price if you take the lot. FOB northern Indiana. Box 323E, BROADCASTING.

PT-900 Presto tape recorder. Will accept used tape or wire recorder in trade on brand new Presto tape recorder. Give complete details your equipment. Box 350E, BROADCASTING.

For sale—Western Electric 25B speech input equipment complete with spare tubes and relay rectifier supply. Slightly used. The first $1000 buys it. D. C. Dillard, Station KVSO, Ardmore, Oklahoma.

WE 503B-2, 1 kw FM transmitter, 54A 4 bay cloverleaf antenna. Hewlett-Packard 335B FM monitor. RCA 76B-2 console. All half price or less. WAGE, Chief Engineer, Lowe Bldg., Syracuse, N. Y.

For sale—165 foot Wincharger tower with lights and guys and 250 watt transmitter. Both in perfect condition and available now. WDBC, Escanaba, Michigan.

$12,750 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Wanted to Buy

Stations

Interested buying local; regional station, midwest, south. Supply prices, confidential information—experienced broadcaster. Box 219E, BROADCASTING.

Equipment, etc.

New or used Taylor 250 watt portable transmitter wanted. State condition, price, etc. to WKVM-A-recibo, P. R.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

"Through Government Lenses" ($7.50 postpaid), the new, press-acclaimed, manual-catalogue facilitating use of government photographic reservoir. Important savings possible on set material, backgrounds, research, special motion picture sequences, etc. Write for free folder on catalogue and special search services. Washington Commercial Co., Dept. D, 1200 Fifteenth St., N. W., Washington 5, D. C.

Help Wanted

Managerial

WANTED—Manager for local southern station in town of 50,000. Network, newspaper affiliation with FM. Salary and percentage of profits guaranteed. Need man strong on sales. Prefer native southerner or person with several years experience in south. Send picture, references, experience in first letter. Box 335E, BROADCASTING.

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

MAJOR PRODUCER OF TRANSCRIBED SHOWS WANTS SALESMAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $20,000 per year. Ample drawing account against commissions furnished. Radio sales background required. Give complete sales and personal background. Attach photograph if possible.

BOX 171E, BROADCASTING

Announcers

SPORTS COMMENTATOR

50 kw station in one of the east's largest cities is looking for an alert, aggressive radio-TV commentator who can speak with authority on all sports. Man we hire will have distinctive delivery, will be neat, strong on personality and experience. He will have had a record of success elsewhere in the field as a commentator and play-by-play man. He'll be a good mixer, capable of developing quick contacts among coaches and players. If his background also includes standout accomplishments in intercollegiate or professional sports competition, it will help. Write full details and include photograph.

BOX 393E, BROADCASTING

Wanted — Experienced mail-order pitchman for 50 kws station inaugurating all night programming. Send disc, salary wanted and proof of your ability to pull mail, first reply. Only sober, conscientious men need apply. Box 394E, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

SALES PROMOTION MANAGER
AM and TV. Work directly with sales department. Midwest locations. Metropolitan market. Salary $375 month start.
BOX 210E, BROADCASTING

Wanted—Combination research and promotion manager for metropolitan southern station. Need man to head publicity department and work directly with station director. Send pictures, references, experience first letter. Box 336E, BROADCASTING.

Television

Production-Programming, others

BASEBALL TELEVISION
Midwest station has immediate openings for experienced producer-director able to do own switching. Also need baseball cameraman. Major League pickup with 3 RCA cameras and Zoomar lens. Send resume of experience.
BOX 380E, BROADCASTING

For Sale

Stations

Only radio station in 20,000 population town in California. Forced to sell. Lack of capital. Two years in business. Write Box 383E, BROADCASTING.

Miscellaneous

Wanted — Radio Station *—to buy or* sell. All replies confidential. Prompt attention.
BOX 384E,
BROADCASTING

Employment Service

DISC JOCKEYS
plain or fancy?

We've got them all—milkmen, night-owls, cowboys, gypsies, sunshine boys, debunkers, highbrows. If they spin records—and are good at it—we've got them. Or, can get them for you.

We're a talent agency, specializing in disc jockeys.

If you have a D. J. job to fill—we find the right man for you. If you have a time-spot that's ailing, we can provide a complete D. J. *package*—an experienced man plus a format we've dollar-tested in stations like yours.

Just tell us what you need. We'll do the rest. No ads for you to run, no preliminary interviews, no letters to dictate, no false alarms to answer. We do everything—at *no* cost to you.

Kaye-Deutschman, Inc.
1440 B'way, N. Y. 18, N. Y.
—EVERYTHING IN DISC JOCKEYS—

Adds Radio-TV Course

NEW COURSE, "Radio and Television," has been added to the curriculum of the Pittsburgh Advertising Club's educational program. It will be conducted by Marjorie Thoma of KDKA Pittsburgh and will offer an introduction to radio TV, their history, administration, services, production, sales continuity, and other phases, the club announced last week. Also added to the regular "Advertising Production" series under direction of Prof. Homer E. Sterling of Carnegie Institute of Technology, will be "Advertising Agency Procedure," taught by club executives. The latter will emphasize agency problems, methods and work.

New York State
$75,000.00

One of the best radio opportunities in the east. This station has always operated profitably under absentee ownership. Located in an important and growing market. Due to very favorable circumstances we can arrange sound financing for at least 60% of the purchase price.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 82)

...sions Cont.:

...Commissioner Frieda B. Hennock
...sapeake Bcstg. Co., Inc., Washington, D. C.—Granted petition insofar as it requests leave to amend application to specify 1540 kc. 1 kw D, in lieu of 590 kc. 5 kw D; removed from hearing; dismissed request for grant without hearing.

...ch 1 Applications . . .

ACCEPTED FOR FILING

License for CP

...RV Caruthersville, Mo.—License for CP new AM station.

...HHH Warren, Ohio—License for new AM station to increase power, change frequency etc.

License Renewal

...quest for license renewal AM stations: WFDF Flint, Mich.; WBRM Marion, N. C.; KIMP Mt. Pleasant, Tex.; KY Spokane, Wash.; WLBL Stevens Point, Wis.

SSA—540 kc

...RM Kansas City, Mo.—SSA AM station to operate on 540 kc, 5 kw unl. for period ending no later than Dec. 1, 1952.

Modification of CP

...OK Birmingham, Ala.—Mod. CP for AM station increase power etc. and extension of completion date.

...RC Erie, Pa.—Mod. CP new AM station increase power etc. for extension of completion date.

...DO San Diego, Calif.—Mod. CP for station to change from 1130 kc 5 kw DA-2 to 1130 kc 5 kw-D 1 kw-N DA-N.

...d. CP new FM station for extension of completion date: WHO-FM Des Moines, Ia.; KFVS-FM Cape Girardeau, Mo.; WEOL-FM Elyria, Ohio; WHP-FM Harrisburg, Pa.

...LW San Francisco—Mod. CP new noncommercial educational FM station change ERP to 1.275 kw.

...TV Charlotte, N. C.—Mod. CP for new commercial TV station for extension of completion date to 9-30-50.

TENDERED FOR FILING

AM—1370 kc

...PAB Ponce, P. R.—CP to change from 5 kw-D 1 kw-N.

...NIE Kennewick, Wash.—CP to change to 610 kc 1 kw unl.

Modification of License

...SR Pulaski, Tenn.—Mod. license to change from 730 kc 250 w-D to 730 kc 250 w-D 100 w-N.

APPLICATION RETURNED

...KD Los Angeles — Radio Bcstrs. RETURNED application for license renewal.

...ch 2 Applications . . .

ACCEPTED FOR FILING

Modification of License

...BB Mobile, Ala.—Mod. license to change from using DA-2 to DA-N.

...CO Leavenworth, Kan.—Mod. license to change from 1410 kc 500 w to 1340 kc 1 kw.

AM—1310 kc

...PT Newport, Ore.—CP AM station change from 1230 kc 250 w to 1310 kc 1kw DA-N.

License Renewal

...quest for license renewal AM stations: KFWB Los Angeles; WJAX Jacksonville, Fla.; KFVS Cape Girardeau, Mo.; WSNW Seneca, S. C.; KITE San Antonio, Tex.; KOVO Provo, Utah; WJ Roanoke, Va.; WSAZ Huntington, W. Va.

License for CP

...AF-FM Chicago—License for new FM station.

Modification of CP

...d. CP new FM station for extension of completion date: WMIN-FM St. Paul, Minn.; WSYR-FM Syracuse, N. Y.; WFMZ Allentown, Pa.

...d. CP new commercial TV station for extension of completion date: WSYR-TV Syracuse, N. Y. to 9-12-50; WCPO-TV Cincinnati to 5-9-50.

TENDERED FOR FILING

AM—1480 kc

...BL Richmond, Va.—CP AM station to change from 1450 kc to 250 w 1480 kc 5 kw DA-2.

AM—1230 kc

...RN Renton, Wash.—CP AM station to change from 1220 kc 250 w D to 1230 kc 250 w ST KTW Seattle.

TRANSFER OF CONTROL

KDB Santa Barbara, KGB San Diego, KHJ-AM-FM Los Angeles, KFRC San Francisco, and remotes—Thomas S. Lee Enterprises d/b as Don Lee Bcstg. System consent to involuntary transfer of control of licensee and permittee corporations to Ben H. Brown, as special administrator of the estate of Thomas S. Lee.

APPLICATION RETURNED

KGWA Enid, Okla.—Public Bcstg. Service Inc. RETURNED Feb. 28 application for license to cover CP.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 2

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,110	2,073	182		314	263
FM Stations	714	491	264	*5	51	28
TV Stations	100	34	77		350	182

* Three on the air.

* * *

Docket Actions . . .

FINAL DECISIONS

WLAP Lexington, Ky.; Queen City Bcstg. Inc. and WCPO, both Cincinnati — Announced decision granting WLAP switch from 250 w on 1450 kc to 5 kw day, 1 kw night on 630 kc directional, and denying bids of Queen City and WCPO for same facilities [BROADCASTING, Feb. 27]. Decision Feb. 24.

Metropolitan Bcstg. Co., Alamo Heights, Tex., and St. Mary's U. Bcstg. Corp., San Antonio—Announced decision to grant application of Metropolitan Bcstg. for new station on 1240 kc with 250 w fulltime and to deny bid of St. Mary's U. Bcstg. for same facilities. Proposed decision issued last July [BROADCASTING, July 25, 1949]. Decision Feb. 27.

INITIAL DECISION

WJOC Jamestown, N. Y.—Announced initial decision by Hearing Examiner Leo Resnick to grant switch from 1 kw day on 1470 kc to 250 w fulltime on 1340 kc. Initial decision Feb. 27.

OPINIONS AND ORDERS

Scripps Howard Radio Inc. and Cleveland Bcstg. Inc., Cleveland—Announced memorandum opinion and order denying petition of Scripps Howard for rehearing of FCC action of Jan. 27, 1949, which granted new station on 1300 kc with 5 kw fulltime to Cleveland Bcstg. and which denied Scripps Howard bid. FCC ruled that most issues raised in petition for rehearing were answered during proceeding and fully considered. Order Feb. 27.

Atlas Bcstg. Co. and Hamtramck Radio Corp., Hamtramck, Mich.—Announced memorandum opinion and order denying petition of Atlas Bcstg. for review of Motions Commissioner's order of March 25, 1949, which denied request of Atlas Bcstg. to amend its application for new station. Action of Motions Commissioner affirmed. Petition of Atlas Bcstg. granted to extent it requests leave to cure defective jurats on its original application for 1540 kc and its amendment to original application specifying 1440 kc in lieu 1540 kc. Denied request of Hamtramck Radio Corp. to dismiss Atlas application. Order Feb. 28.

Non-Docket Actions . . .

AM GRANTS

Welch, W. Va.—Pocahontas Bcstg. Co. granted AM station on 1150 kc, 1 kw daytime. Estimated cost $16,214. Principals include: Howard R. King, chief engineer WBRW Welch, president 20%; Samuel Sidote, Maitland, W. Va., vice president 10%; Dewey C. Bradberry, supervisor of maintenance, McDowell County Board of Education, secretary-treasurer 20%. Granted Feb. 24.

Hood River, Ore.—Oregon-Washington Bcstrs., granted AM station on 1340 kc, 250 w fulltime. Principals: C. H. Fisher, 50% owner KUGN Eugene, Ore., owner Tower Sales & Erecting Co. and 50% owner C. H. Fisher & Son, Tower Sales agency; C. O. Fisher, 50% owner C. H. Fisher & Son. Granted Feb. 24.

Astoria, Ore.—Clatsop Video Bcstrs., granted 1050 kc, 250 w daytime. Partnership consists of Leroy E. Parsons, formerly manager KAST Astoria 80% and Richard F. Denbo, manager Seaside, Ore. Chamber of Commerce, 20%. Mr. Parsons will dispose of his 37% interest in KAST. Granted Feb. 24.

Gallipolis, Ohio—Ohio Valley on the Air Inc., granted 990 kc, 250 daytime. Estimated cost $13,200. Principals: E. W. Weppel, food broker, president 50%; John E. Halliday, attorney, vice president 30%; Truman A. Morris, manager Huntington, W. Va. Chamber of Commerce and former assistant manager WHTN Huntington, secretary-treasurer 20%. Granted Feb. 24.

KBRC Mt. Vernon, Wash.—Beckley Radio Co. granted change in facilities from 500 w day to 500 w fulltime on 1430 kc, directional night.

KVOL Lafayette, La.—Evangeline Bcstg. Co. Inc. granted switch in facilities from 250 w on 1340 kc to 1 kw on 1330 kc, directional night.

KUGN Eugene, Ore.—KUGN Inc., granted switch from 250 w on 1400 kc to 1 kw on 590 kc, directional night.

WKMH Dearborn, Mich. — WKMH Inc. granted change from 1 kw fulltime to 5 kw day, directional, 1 kw night on 1310 kc.

KPQ Wenatchee, Wash. — Wescoast Bcstg. Co. granted increase in power from 1 kw to 5 kw directional night on 560 kc.

WAYS Charlotte, N. C.—Inter-City Adv. Co. of Charlotte, N. C. Inc., granted switch from 5 kw day, 1 kw night to 5 kw fulltime on 610 kc directional.

WKOP Binghamton, N. Y—Binghamton Bcstrs, Inc. granted switch from 1 kw day, 500 w night-directional on 750 kc to 1 kw day, 500 w night-directional on 1360 kc.

TRANSFER GRANTS

WCYB Bristol, Va.—Granted involuntary relinquishment of control in Appalachian Bcstg. Corp., licensee, from James Mahoney (deceased) to Jay Fey Rogers, Robert H. Smith and Charles M. Gore. Mr. Gore acquires Mr. Mahoney's 80 sh. or 33⅓% for $56,000. Deceased held 50% control through proxy voting of 20 sh. each for Messrs. Rogers and Smith, each one-third owner. WCYB is assigned 10 kw day on 690 kc. Granted Feb. 24.

WWSC Glens Falls, N. Y.—Granted transfer of control in Great Northern Radio Inc., licensee, from Martin Karig and Alexander P. Robertson to Glens Falls Post Co. for $10,000 for 50%. Glens Falls Post Co. owns WGLN there and relinquishes license contingent on grant. Purchase price of $10,000 will be applied to indebtedness of Great Northern and Post Co. will also loan an additional $34,000, to equal total of loans made to firm by Mr. Karig and Mr. Robertson. Great Northern buys physical plant of WGLN for $42,000. WWSC is assigned 250 w on 1430 kc. Granted Feb. 24.

WSNJ-AM-FM Bridgeton, N. J.—Granted transfer of control in Eastern States Bcstg. Corp., licensee, from Elmer H. Wene to Paul W. Alger and Russell S. Henderson for $82,500. Mr. Alger is manager of WSNJ and Mr. Henderson is an attorney. WSNJ is assigned 250 w on 1240 kc. Granted Feb. 24.

WLYN-AM-FM Lynn, Mass.—Granted acquisition of control in Puritan Bcstg. Service Inc., licensee, through purchase by Theodore Feinstein of 37% of stock held by Emanuel Goldman for $14,165. Mr. Feinstein presently holds 38.2% in station. WLYN is assigned 500 w daytime on 1360 kc. Granted Feb. 28.

KSNI(FM) Salinas, Calif.—Granted assignment of license from Monterey Peninsula Bcstg. Co. to Salinas Newspapers Inc. (parent company). Salinas Newspapers Inc. accepts all assets and liabilities. No monetary consideration. KSNI is assigned Channel 233 (94.5 mc). Granted Feb. 28.

Deletions . . .

ONE AM AUTHORIZATION and one FM authorization reported deleted last week by FCC. Total to date this year: AM 15; FM 23; TV 1. Deletions and reason for withdrawal follow:

KOPY Glenwood Springs, Col.—Glenwood Springs Bcstg. Co. CP Feb. 28. At same time Glenwood Springs received its grant, Western Slope Bcstg. Co. also received grant. Both CP holders felt that town of 4,000 not big enough to support two stations and reached agreement whereby KOPY would give up CP and Great Western would reimburse firm for expenses totalling $1,600.

KBMA(FM) Beaumont, Tex. — First Baptist Church of Beaumont. CP. Feb. 28. Applicant feels without AM outlet which it had hoped to operate in conjunction with FM it is not feasible to proceed at this time.

Applications . . .

AM APPLICATIONS

Hartford, Wis.—Kettle-Moraine Bcstg. Co., 1550 kc, 500 w daytime. Estimated construction cost $8,500. Principals in firm include: Sherman C. Carr, engineer WTMJ Milwaukee, president 22½%; Leo M. Durvil, employe West Bend Aluminum Co., vice president 22½%; Walter G. Zastrow, formerly 50% owner King Machine Co., secty-treas. 45%; George J. Laikin, lawyer and formerly Special Assistant to Attorney General in Tax Div., U. S. Dept. of Justice, Washington, 10%. Filed March 1.

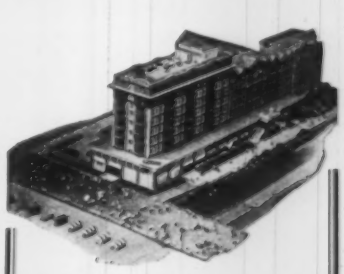
South St. Paul, Minn.—South St. Paul Bcstg. Co., 1590 kc, 1 kw day. Estimated cost of construction: $18,299. Principals in company include Victor J., Albert S., Antonio S. and Nicholas Tedesco, all have interests in WSHB Stillwater, Minn., WKLK Cloquet, Minn., and have 40% interest in Owatonna Bcstg. Co., applicant for station at Owatonna, Minn. Filed March 2.

Monett, Mo.—Lloyd C. McKenney and John J. Daly d/b as Carthage Bcstg. Co., 990 kc, 250 w day. Estimated cost of construction $21,158.74. Applicant is licensee KDMO Carthage, Mo. Filed March 2.

Reidsville, N. C.—Reidsville Bcstg. Co. Inc., 1220 kc, 250 w day. Estimated construction cost $4,925. Applicant is permittee of WREV FM outlet in Reidsville. Filed Feb. 28.

Beaver Dam, Wis.—Prairie Bcstg. Co., 740 kc, 250 w day. Estimated construction cost $15,050. Principals include: Edwin W. Erdman, technician Draves Radio Lab, president 11.6%; Jasper J. Harwood, technician Mueller

(Continued on page 88)



HOTEL STRAND

ATLANTIC CITY'S HOTEL OF DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel. Spacious, Colorful Lounges—Sun Tan Decks atop—Open and inclosed Solaria—Salt Water Baths in rooms—Garage on premises, Courteous atmosphere throughout.

When in Atlantic City visit the

FAMOUS FIESTA LOUNGE

RENOWNED FOR FINE FOOD

OPEN ALL YEAR

Under Ownership Management

Exclusive Penna. Ave. and Boardwalk

Advertisers Expenditures

(Continued from page 30)

Class	Sponsor and Product	1949 Exp.	1948 Exp.	$ Increase or Decrease
VI	**HORMEL, GEORGE A., & CO.**	403,016	53,820	+349,196
	Spam & Other Canned Meats			
VIII	**HOUSEHOLD FINANCE CORP.**	66,324	451,924	—385,600
	All Products			
VIII	**HUDSON MOTOR CAR CO.**	8,811		
	Automobiles			
V	**ILLINOIS WATCH CASE CO.**	511,638	378,942	+132,696
	Compacts, Cigarette Cases, Dresser Sets, etc.	288,870		
	All Products	222,768		
VIII	**INDEPENDENT CITIZENS COMMITTEE FOR ELECTION FOR HERBERT LEHMAN**	13,475		
	Political			
VIII	**INDEPENDENT CITIZEN COMMITTEE FOR THE ELECTION OF JOHN FOSTER DULLES**	14,944		
	Political			
VIII	**INLAND STEEL CO.**	11,764		
	Institutional			
VIII	**INSTITUTE OF RELIGIOUS SCIENCE**	6,240		
	Institutional			
V	**INTERNATIONAL HARVESTER CO.**	561,303	782,719	—221,416
	All Products	223,341		
	Motor Trucks & Farm Machinery	337,962		
VIII	**INTERNATIONAL MILLING CO.**	30,740	118,437	—87,697
	Robin Hood Flour			
VI	**INTERNATIONAL SILVER CO.**	422,408	853,074	—430,639
	International Silver	221,889		
	Sterling Silver & Silverplate	200,519		
VIII	**INTERNATIONAL TELEPHONE & TELEGRAPH CORP.**	85,839		
	Farnsworth Radios, Phonographs, Television Sets, Railway Communication Equipment	74,727		
	N. Y. Television, Radio & Phonograph Sets	11,112		
V	**JERGENS, ANDREW, CO.**	602,342	804,832	—202,490
	Jergens Lotion, Toilet Soaps, Perfumes, etc.			
IV	**JOHNS-MANVILLE CORP.**	1,211,695	844,306	+367,389
	Industrial Products			
V	**JOHNSON, S. C., & SON INC.**	917,748	1,181,372	—263,624
	Johnson's Wax & Allied Products			
V	**KAISER-FRAZER CORP.**	726,486	957,708	—231,222
	Automobiles, Supplies, Accessories & Servicing			
VIII	**KELLOGG CO.**	43,491	1,048,640	—1,005,149
	All Products			
VIII	**LANGENDORF UNITED BAKERIES INC.**	43,968		
	Bakery Products			
VI	**LEE, FRANK H., CO.**	428,324	404,195	+24,129
	Hats			
VI	**LEE PHARMACAL CO.**	401,084		
	Spray-a-Wave			
II	**LEVER BROS. CO.**	7,141,391	5,317,036	+1,824,355
	Lifebuoy Soap, Lux Toilet Soap, Lux Flakes, Rayve Home Permanent Wave, Rayve Shampoo, Swan Soap, Pepsodent Toothpowder, Pepsodent Toothpaste, Rinso	5,439,601		
	Spry, Lipton's Tea & Soup Mixes	1,701,790		
VIII	**LEWIS FOOD CO.**	23,280	22,143	+1,137
	Dog & Cat Food			
V	**LEWIS-HOWE CO.**	810,600	766,830	+43,770
	Tums			
IV	**LIBBY, McNEILL & LIBBY**	1,335,747	1,778,550	—442,803
	All Products			
VIII	**LIBERAL PARTY**	1,569		
	Political			
II	**LIGGETT & MYERS TOBACCO CO.**	5,228,772	5,043,752	+185,020
	Chesterfield Cigarettes	4,805,321		
	Fatima Cigarettes	423,451		
V	**LONGINES-WITTNAUER WATCH CO.**	985,248	163,670	+821,578
	Longines Watches	480,247		
	Wittnauer Watches	490,276		
	Watches	14,725		
IV	**LORILLARD, P., CO.**	2,122,871	1,164,420	+958,451
	Old Gold Cigarettes			
VIII	**LOS ANGELES SOAP CO.**	32,239	64,983	—32,744
	Washing Powder, Detergent, Scouring Powder, Toilet Soap			
VII	**LUDEN'S INC.**	147,304	624,509	—477,205
	All Products	58,024		
	Candy	89,280		
V	**LUTHERAN CHURCH-MISSOURI SYNOD**	534,074	388,526	+145,548
	Religious Talks	428,382		
	Institutional	105,692		
VIII	**M & M LTD.**	38,084		
	M & M Candies			
IV	**MANHATTAN SOAP CO. INC.**	1,439,232	2,803,753	—1,364,521
	All Products	45,082		
	Sweetheart Soap	1,394,150		
VIII	**MARITIME MILLING CO. INC.**	67,344		
	Hunt Club Dog Food			
IV	**MARS INC.**	1,541,411	1,542,062	—651
	Candy			
VIII	**MENNEN CO.**	70,068	67,488	+2,580
	All Products			
VI	**METROPOLITAN LIFE INSURANCE CO.**	478,140	471,543	+6,597
	Institutional			
VIII	**MIAMI MARGARINE CO.**	45,960		
	Nu-Maid Margarine			
II	**MILES LABS INC.**	6,540,431	5,885,540	+654,891
	Alka-Seltzer, Vitamins, One-a-Day Vitamin Tablets			
VII	**MILLER BREWING CO.**	137,931		
	Miller High Life Beer			
VI	**MINNESOTA VALLEY CANNING CO.**	425,258	434,231	—8,973
	Canned Vegetables			
VIII	**MODE O'DAY CORP.**	1,410	17,684	—16,274
	Mode O'Day Wash Dresses			
VIII	**MODGLIN CO. INC.**	7,997	10,905	—2,908
	Perma Brooms			
VIII	**MOORE, BENJAMIN, & CO.**	70,080	69,366	+714
	Paints & Varnishes			
VII	**MORRELL, JOHN, & CO.**	220,860	292,283	—71,423
	Red Heart Dog Food			
III	**MORRIS, PHILIP, & CO., LTD.**	4,255,934	3,844,044	+411,890
	Philip Morris Cigarettes			
VIII	**MURINE CO. INC.**	69,250		
	Murine Eye Wash			
VI	**MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. OF OMAHA**	373,394	728,733	—355,339
	Insurance			
VIII	**NALLEY'S INC.**	7,347		
	All Products			
VI	**NASH-KELVINATOR CORP.**	492,976	775,449	—282,473
	Kelvinator Refrigerators, Electric Ranges & Home Freezers			
VIII	**NATIONAL ASSN. OF MAUNFACTURERS**	17,482		
	Institutional			
III	**NATIONAL BISCUIT CO.**	2,565,975	1,149,157	+1,416,818
	All Products	1,500,193		
	Nabisco Shredded Wheat	1,065,776		
VII	**NATIONAL COUNCIL OF THE PROTESTANT EPISCOPAL CHURCH**	128,874	231,479	—102,605
	Religion			

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—
Published by Johnstone-Montei

DID ANYONE EVER TELL YOU, MRS. MURPHY

On Records: Perry Como—Vic. 20-3684; Steve Allen — Moonlight 102; Jack Owens — Dec. 24903; Billy Cotton—Lon. 639; Jack Powers—Reg. 172; Wayne Gregg—Cap.*

On Transcription: Page Cavanaugh Trio—World; Satisfiers—Associated. * Soon to be released.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC Roundup

(Continued from page 87)

Applications Cont.:

Radio Inc., vice president 5.0%; Walter C. Schlaugat Jr., engineer WFOX Milwaukee, secty-treas. 13.3%; Thomas N. Gallagher, owner Gallagher Real Estate Co., 10.0%; Arthur F. Vahovious, civilian air technician, Air National Guard, 13.3%. Filed Feb. 28.

Eastland, Tex.—Allen D. Dabney Sr., F. James Dabney and Bryant F. Craig d/b as Tri-Cities Bcstg. Co., 1300 kc, 500 w day. Estimated construction cost: $18,266.81. A. D. Dabney is senior member of law firm Dabney & Dabney, 20%; F. James Dabney, student Dallas Institute of Mortuary Science, station manager 40%; Bryant F. Craig, formerly engineer KIHN Hugo, Okla. and KSEO Durant, Okla, 40%. Filed Feb. 27.

Scranton, Pa.—David M. Baltimore, 1400 kc, 250 w unlimited. Applicant is requesting facilities to be relinquished by WARM Scranton. Mr. Baltimore sole owner is assistant general manager WBRE Wilkes-Barre, Pa. Estimated construction cost $20,956. Filed Feb. 20.

Georgetown, Del.—Rollins Bcstg. Co., 900 kc, 1 kw day. Principals in company include: John W. Rollins, Lewes, Del. auto-dealer, president 29⅙% owner; Katherine E. Rollins, treasurer 4%; Orville Wayne Rollins, vice president 33⅓%; Jack C. Gardner, secty. ⅙%; Orville Wayne Rollins, general manager Rollins Bros. Summer Resort, Tunnel Hill, Ga., vice president 33⅓%; Jack C. Gardner, secty. ⅙% and Rollins Motors Inc., Princess Anne, Md. 33⅓%. Filed Feb. 27.

FM APPLICATIONS

Georgetown, Del.—Rollins Bcstg. Inc., Channel 268 (101.5 mc) ERP 19 kw, antenna 300 ft. Rollins Bcstg. Co. is applicant for new AM station field simultaneously. Filed Feb. 28.

Scranton, Pa.—U. of Scranton, Channel 201 (88.1 mc) ERP 10 watts. Filed March 2.

TRANSFER REQUESTS

KWNO-AM-FM Winona, Minn.—Assignment of license of Winona Radio Service, licensee, from Maxwell H. White and Hermann R. Wiecking to Mr. White for consideration of $165,775. KWNO is assigned 1230 kc, 250 w unlimited. Filed Feb. 23.

WVSC Somerset, Pa.—Assignment of construction permit from Theodore H. Oppegard, Carl R. Lee and Kenneth E. Cooney d/b as Somerset Bcstg. Co. to new firm of same name. Mr. Coo... wishes to withdraw because of p... sure of other business and requ... return of $500 which he has invested ... permit. WVSC is assigned 250 w ... on 990 kc. Filed Feb. 27.

KFTM Fort Morgan, Col.—Assig... ment of license from Robert Dolph ... Robert McCollum d/b as Morgan Co... ty Bcstg. Co. to new firm of sa... name. Mr. Dolph and Mr. McColl... believe station can be more succes... fully operated with expanded owne... ship and sell 39% for $12,250. Ne... comers include: L. R. Christen... 4%; J. Corder Smith, 1%; Frank Smi... owner realty company, 22%; Rainsb... Winslow, commercial manager KFT... 8%; Charles F. Kronkow, contract... and builder 4%. KFTM is assigned ... w day on 1260 kc. Filed Feb. 14.

KFVD Los Angeles—Assignment ... license from Standard Bcstg. Co. t... Frank Burke Sr., Mabel S. Burke, ... Maxwell Burke and J. Frank Bur... Jr. and Betty Jane Burke to partn... ship of same name. Each partn... will hold same interests in transfe... as in transferor, but feel station c... operate more efficiently as partnersh... rather than corporation. KFVD is a... signed 5 kw limited on 1020 kc.

KWOC-AM-FM Poplar Bluff, Mo... Assignment of license from A. L. M... Carthy and J. H. Wolpers d/b as Ra... Station KWOC to Poplar Bluff Bc... Co. for $90,000. Principals in new ... include Mr. McCarthy, president 2... Mr. Dolph, treasurer 20%; O. A. ... rick, lawyer, secretary 20%. Dr. W... Brandon, owner Brandon Hospital, ... president 20% and E. K. Porter, ... gineer and contractor and ow... Porter-DeWitt Construction Co., ... president 20%. KWOC is assigned ... w on 1340 kc.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Sponsor and Product	1949 Exp.	1948 Exp.	$ Increase or Decrease
NATIONAL DAIRY PRODUCTS CORP.	2,142,694	1,875,830	+266,864
Cheese	318,665		
Dairy Products	263,531		
Milk & Ice Cream	247,664		
Miracle Whip Salad Dressing	265,007		
Parkay	850,443		
Velveeta Cheese	197,384		
NEW YORK STATE FEDERATION OF LABOR'S LEAGUE FOR POLITICAL EDUCATION	4,232		
Political			
NEW YORK STATE DEMOCRATIC COMMITTEE	1,799		
Political			
NEW YORK STATE REPUBLICAN COMMITTEE	14,791	1,776	+13,015
Political			
NORWICH PHARMACAL CO.	809,838	726,525	+83,313
Pepto-Bismol, Unguentine, Swav			
NOXZEMA CHEMICAL CO.	336,194	656,478	—320,284
Noxezma Products			
PABST BREWING CO.	766,092	760,963	+5,129
Pabst Blue Ribbon Beer			
PACIFIC COAST BORAX CO.	584,720	615,225	—30,505
Twenty Mule Team Borax & Boraxo			
PACIFIC WESTERN OIL CORP.	187,800	180,288	+7,512
Petroleum Products			
PACKARD-BELL CO.	7,555		
All Products			
PARAMOUNT PICTURES INC.	2,904		
Institutional			
PAUL, PETER, INC.	114,256	186,876	—72,620
All Products—Candy			
PEPSI-COLA CO.	1,438,870		
Pepsi-Cola & Everyess			
PERFECT CIRCLE CO.	18,759	17,335	+1,424
Piston Rings			
PET MILK CO.	1,208,224	1,031,883	+176,341
Pet Milk			
PETRI WINE CO.	101,943		
Petri Wine			
PHILCO CORP.	1,964,929	2,234,816	—269,887
Refrigerators, Freezers, Air Conditioning Units, Television Receivers & Radios			
PHILLIPS PETROLEUM CO.	202,341		
Phillips 66 Gasoline & Motor Oil			
PIEDMONT SHIRT CO.	72,016	196,405	—124,389
Wings Shirts			
PILLSBURY MILLS, INC.	2,541,111	989,317	+1,551,794
All Products			
PLANTERS NUT & CHOCOLATE CO.	16,698	82,320	—65,622
Planters Peanuts & Peanut Oil			
POLITICAL PROGRAMS	5,364	1,208,503	—1,203,139
Political Speeches			
POSNER, DR. A., SHOES INC.	13,164		
Shoes—Children			
PROCTER & GAMBLE CO.	17,315,092	18,226,321	—911,229
Crisco, Soaps, Cleaners, Detergents, Shampoo & Dentifrices	1,602,542		
Camay Soap, Ivory Soap, Duz, Tide, Dreme Shampoo, Spic & Span, Lava, Prell	4,669,603		
Dreft, Duz, Ivory Flakes, Ivory Snow, Soaps, Cleansers, Detergents, Shortening, Shampoo, Dentrifices, Oxydol, Spic & Span, Drene, Tide	11,042,947		
PRUDENTIAL INSURANCE CO. OF AMERICA	1,956,359	1,942,416	+13,943
Insurance			
PURE OIL CO.	609,832	629,000	—19,168
Petroleum Products			
PYRIDIUM CORP.	41,400		
Anahist			
QUAKER OATS CO.	2,590,522	2,679,533	—89,011
Aunt Jemima Pancake Flour & Flour Products, Mother's Premium Oats, Oatmeal, Quaker Puffed Wheat & Puffed Rice Soarkies	2,453,523		
Full-O-Pep Feeds	136,999		
RCW ENTERPRISES	4,969		
Circus Balloon Toys			
RADIO BIBLE CLASS	322,441	289,280	+33,161
Religious Talks			
RADIO CORP. OF AMERICA	277,209	628,832	—351,623
RCA Radios, Phonographs, Television Sets & Records			
RADIO OFFER CO.	94,639		
Balloon Animal Toys	6,749		
Novelty Christmas Gifts	8,962		
Plastic Products & Toys	78,928		
RALSTON-PURINA CO.	1,197,447	1,411,563	—214,116
Instant Ralston, Ralston & Shredded Ralston	836,879		
Chow Products	360,568		
REGAL AMBER BREWING CO.	5,984		
Regal Pale Beer			
REVERE CAMERA CO.	355,238	242,651	+112,587
Movie Cameras, Projectors & Accessories			
REXALL DRUGS INC.	827,308	859,386	—32,078
Rexall Drugs			
REYNOLDS, R. J. TOBACCO CO.	3,777,544	4,076,436	—298,892
Camel Cigarettes	2,935,003		
Prince Albert	842,541		
RHODES PHARMACAL CO.	174,292		
Imdrin			
RICHFIELD OIL CORP.	324,724	279,792	+44,995
Petroleum Products			
RITTER, P. J., CO.	58,711		
Ritter's Catsup, Relish, Baked Beans, Pumpkin Pie Mix, Tots Baby Dessert & Thrivo Dog Food			
ROMAN MEAL CO.	44,787		
All Products	17,721		
Breakfast Food	27,066		
RONSON ART METAL WORKS INC.	1,143,928	631,275	+512,653
Ronson Lighters			
ROSEFIELD PACKING CO. LTD.	48,027		
Skippy Peanut Butter			
SAFEWAY STORES INC.	25,006	31,861	—6,855
Lucerne Milk			

Class	Sponsor and Product	1949 Exp.	1948 Exp.	$ Increase or Decrease
VII	**SCHENLEY INDUSTRIES INC.**	221,124		
	Blatz Beer			
VIII	**SEALY INC.**	25,602		
	All Products			
V	**SEEMAN BROTHERS INC.**	675,195	636,551	+38,644
	Air Wick			
VI	**SEMLER, R. B., INC.**	461,796	920,455	—458,659
	Kreml & Kreml Kreme Hair Tonic, Kreml Shampoo			
V	**SERUTAN CO.**	748,877	1,168,266	—383,389
	Serutan, Nutrex, RDX, Lemel Hi-V			
VII	**SERVEL INC.**	130,544		
	Servel Gas Refrigerator			
VIII	**SHIPSTAD & JOHNSON**	5,340	5,215	+125
	Ice Follies of 1950			
VII	**SHOTWELL MANUFACTURING CO.**	143,200	381,022	—237,822
	Puritan Marshmallows, Candy Bars			
VIII	**SILVER, CHARLES B., & SON**	4,096		
	Red Cross Brand Foods & Silver Cross Brand Foods			
VIII	**SINCLAIR OIL CO.**	41,015		
	Richfield Oil & Gas			
VI	**SMITH BROS. INC.**	278,673	128,086	+150,587
	Smith Brothers Cough Drops			
VIII	**SOCONY-VACUUM OIL CO.**	1,050		
	Institutional			
VIII	**S.O.S. CO.**	37,028	55,101	—18,073
	All Products			
VIII	**SOUTHERN BAPTIST CONVENTION**	59,544		
	Institutional			
V	**SPEIDEL CORP.**	519,469	262,269	+257,400
	Wristwatch Bands, Children's Jewelry, Other Speidel Products			
VII	**STANDARD BRANDS INC.**	182,172	1,475,776	—1,293,604
	Tenderleaf Tea			
VI	**STANDARD OIL CO. OF CALIF.**	268,199	186,527	+81,672
	All Products	75,804		
	Petroleum Products	28,335		
	Petroleum Products, Institutional	164,060		
VI	**STANDARD OIL CO. OF INDIANA**	396,686	305,462	+91,224
	Amoco Gas, Oil & Tires			
VI	**STANDARD OIL CO. OF NEW JERSEY**	454,295	311,300	+142,995
	Institutional			
VIII	**STANLEY HOME PRODUCTS INC.**	24,909	311,300	—286,391
	Kitchen Equipment.			
II	**STERLING DRUG INC.**	8,107,859	9,063,366	—955,507
	Bayer Aspirin, Phillips Milk of Magnesia, Energine Cleaning Fluid, Phillips Creams, Mulsified Coconut Oil, Haley's M-O, Phillips Toothpaste, Dr. Lyon's Paste & Powder, Double Danderine, Astring-O-Sol, Ironized Yeast			
VII	**STUDEBAKER CORP.**	140,392	66,756	+73,636
	Automobiles			
IV	**SUN OIL CO.**	1,049,984	1,049,768	+216
	Oil, Fuel Oil & Sunoco Gas			
III	**SWIFT & CO.**	3,021,444	3,387,340	—365,896
	All Products	2,232,657		
	Allsweet Margarine	148,690		
	Brookfield Sausage	3,899		
	Peter Pan Peanut Butter & Derby Canned Meats	636,198		
V	**TEXAS CO.**	677,225	1,241,898	—564,673
	Gas & Oil			
VIII	**TEX-O-KAN FLOUR MILLS CO.**	49,570		
	Light Crust Flour			
VIII	**TIDE WATER ASSOCIATED OIL CO.**	35,076		
	All Products			
VII	**TRIMOUNT CLOTHING CO.**	179,099	318,792	—139,693
	Clipper Craft Clothes			
VIII	**20TH CENTURY-FOX FILM CORP.**	1,002		
	Motion Picture "12 O'Clock High"			
VI	**UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA**	360,352	293,854	+66,498
	Institutional			
VIII	**UNITED STATES FREIGHT CO.**	63,048	31,200	+31,848
	Institutional			
VII	**U. S. GOVERNMENT**	180,575	380,588	—200,013
	U. S. Army & U. S. Air Force Recruiting Service			
VIII	**U. S. GOVERNMENT**	13,546	7,512	+6,034
	U. S. Sixth Army Command Recruiting			
IV	**U. S. STEEL CORP.**	1,452,089	1,052,090	+399,999
	Institutional			
V	**U. S. TOBACCO CO.**	688,517	249,506	+439,011
	Tobacco			
VIII	**VICK CHEMICAL CO.**	15,792	18,480	—2,688
	All Products			
VIII	**WALTHAM WATCH CO.**	48,813		
	Waltham Watches			
VI	**WANDER CO.**	387,136	491,475	—104,339
	Ovaltine			
VIII	**WESSON OIL & SNOWDRIFT CO. INC.**	55,680		
	Wesson Oil & Snowdrift			
VII	**WESTERN AUTO SUPPLY CO.**	103,116	201,696	—98,580
	Automobile Accessories & Household Appliances			
V	**WESTINGHOUSE ELECTRIC CORP.**	903,997	1,318,029	—414,032
	Laundromats, Refrigerators, Ranges, Irons, etc.			
IV	**WILDROOT CO. INC.**	1,121,033	960,228	+160,805
	Liquid Cream Shampoo, Wildroot Cream Oil, Hair Tonic			
VIII	**WILSON & CO. INC.**	90,581	81,469	+9,112
	Sporting Goods			
VII	**WISE, WILLIAM H., CO. INC.**	256,947	17,800	+239,147
	Books			
V	**WRIGLEY, WILLIAM, JR.**	903,333	871,399	+31,934
	Chewing Gum			

PETER PAUL

$2 Million Account to Maxon

PETER PAUL Inc., Naugatuck, Conn. (candies), has appointed Maxon Inc., New York, to handle its advertising, effective April 1. The advertising budget is said to be about $2,000,000. Radio and Television are being considered strongly in its immediate advertising plans.

Peter Paul was formerly handled by Platt-Forbes in New York and Brisacher, Wheeler & Staff in San Francisco.

At Deadline...

THREE RIO GRANDE OUTLETS ARE REPORTED SOLD

NEGOTIATIONS for acquisition of control of three Rio Grande Broadcasting Co. stations—KOAT Albuquerque, KTRC Santa Fe, KRSN Los Alamos—by Herbert Wimberly, H. W. Bumpas, and Albert Cadwell reported Friday to have been completed. Sales price understood to be about $140,000.

Rio Grande, controlled by President Albert E. Buck and Frank Rand, retains its fourth station, KGAK Gallup.

Mr. Bumpas, manager of WIBR Baton Rouge, reportedly slated to manage three stations under new ownership. Merle Tucker currently is manager of Rio Grande, including KGAK. Sale is subject to customary FCC approval. Buyers represented by P. W. Seward, Washington attorney; sellers by Washington firm of Dow, Lohnes & Albertson.

KOAT, KTRC, and KRSN are affiliated with ABC and Zia networks. All are 250 kw outlets, KOAT on 1450 kc, KTRC on 1400 kc, and KRSN on 1490 kc. Gallup station is on 1230 kc with 250 w.

BETTER BUSINESS BUREAU ATTACKS FUR CAMPAIGN

NEW YORK Better Business Bureau condemned radio advertising campaign conducted by Ben Tucker's Hudson Bay Fur Co., heavy radio user, as "misleading and exaggerated." Campaign featured "contest" involving award of $25 gift certificate to each of first 25 listeners who submitted correct titles to song being played.

Bureau representatives sent more than 25 entries and received more than 25 gift certificates, bureau charged. Some of entries deliberately contained wrong answers. Bureau alleged company had advertised on air 50% price reduction on furs. BBB shoppers found that furs were actually being offered at reductions of less than half-price, bureau asserted.

STEWART BOARD TO MEET

PRESIDENT TRUMAN'S Communications Policy Board called to first session March 10 in Washington by former FCC Comr. Irvin L. Stewart, president of U. of West Virginia and chairman of new five-man group [BROADCASTING, Feb. 27]. First order of business to concern objectives, staff and procedures. Meeting coincides with eastern trip of Dr. Lee A. DuBridge, president of California Institute of Technology and board member.

CENSUS HEAD CONFIRMED

ROY VICTOR PEEL, director of Institute of Politics at Indiana U., was confirmed by the Senate Thursday as Director of the Census. He succeeds Philip M. Hauser, acting director, who returns to the U. of Chicago.

ED NORTON RECUPERATING

ED NORTON, chairman of the board of the WAPI stations in Birmingham and the WMBR stations in Jacksonville, Fla., is recuperating from an operation performed Thursday at South Highlands Infirmary, Birmingham. His condition was described as good.

HOMER McKEE

FUNERAL services for Homer McKee, 69, vice president at Roche, Williams & Cleary, Chicago, conducted Friday afternoon in Evanston, Ill.

NEW RATING SERVICES PLANNED BY HOOPER

TO SATISFY demand for substitute for 36-city ratings, C. E. Hooper on Saturday wrote subscribers to his national network program Hooperating reports, sold last week to A. C. Nielsen Co. (early story, page 27), he will publish monthly Hooperating pocketpieces for New York (beginning March 15), Chicago (May 15), Los Angeles and Northwest (beginning April 15), plus summary pocketpiece containing rank order of all network programs for all four reports showing radio vs. TV, radio vs. radio, TV vs TV, and graphic radio-TV comparisons for all reported TV cities.

Radio network programs will be reported on two bases: Random homes and radio-only homes. TV network programs will be reported on random homes and TV homes.

In addition, Hooper will also publish city Hooperatings on up to 100 cities, typically three times a year; network program analysis of city-by-city ratings for 100 cities, October 1949-February 1950. Hooperatings chartbook of monthly radio-TV comparisons starting in March with New York, Chicago, Los Angeles, San Francisco, San Diego; adding Philadelphia, Baltimore, Washington, Boston, Detroit in April, five more cities in May, five in June, with a 35-city total promised by October.

RADIO, TV SALES UP

RADIO receiving tube sales up in January over same month in 1949, totaling 22,272,024 compared to 13,508,906 year ago, according to Radio Mfrs. Assn. January figure slightly below 23,807,281 units in December. TV picture tube sales continued at high level in January and showed further trend toward larger screens. Total of 455,279 receiver type cathode ray tubes shipped in January, with value of $11,454,186, compared to 418,491 tubes valued at $11,055,483 in December. Tubes 12 inches or larger constituted over 90% of January shipments.

BENNY HAS TOP RATING

JACK BENNY led first 15 program Hooperatings in Feb. 28 report, with 25.9 rating. *Radio Theatre* second with 24.5, and *Arthur Godfrey's Talent Scouts* third with 21.6. In order, others in first 15 were: *My Friend Irma*, 21; *Groucho Marx Show*, 19.9; *Fibber McGee & Molly*, 19.8; Walter Winchell, 19.6; *Charlie McCarthy*, 17.4; *Bing Crosby*, 17.3; *Bob Hope*, 17; *Mr. Chameleon*, 16.5; *Fat Man*, 16.4; *Mystery Theatre*, 16.4; *Big Town*, 16, and *Mr. Keen*, 16. Of first 15, nine were CBS shows, three were NBC and two ABC.

WEBER TRANSFERRED

FRED A. WEBER transfers from Branham Co., Chicago station representative, to Detroit office to supervise all radio-TV activity. With firm 2½ years, he was salesman for WGNB and Burn-Smith, both Chicago. He will handle Pittsburgh, Cincinnati and Cleveland.

CHICAGO COUNCIL PLAN

RESOLUTION to permit Chicago radio and TV newsmen to record and photograph City Council proceedings in hands of Rules Committee after introduction by Ald. Nicholas Bohling. Move for special consideration and immediate vote turned down.

Closed Circuit

(Continued from page 4)

the-slot TV, cost cool $33,000 to produce. C B. deMille, who may possibly tie-up Zenith on film production for Phonevision, portedly commented that Mr. McDonald's was best commercial reel he had ever s Among others who have seen it are Chairm Coy and Comr. Sterling of FCC, Dr. Lee Forest, radio inventor who has always oppo commercial radio, Gen. Sarnoff of RCA William S. Paley of CBS.

NEXT sponsor for NBC's *Richard Diam Private Detective*, dropped by Helbros Wa expected to be Rexall, ready to sign on week basis. Helbros planned spring-fall week sponsorship but walked out when N sold summer hiatus period to Rexall. Powell detective show signed for 13 week Rexall, which drops Phil Harris-Alice F show this spring. BBDO is Rexall age

LATEST CLIENTS of Functional Music Chicago, Marshall Field Enterprises ser are WPEN-FM Philadelphia and WACE Chicopee-Holyoke Mass., with initial orders 50 installations each. Corporation alre serves Chicago where it is headquartered.

N. W. AYER & SON, New York, looking TV spot announcement availabilities in Ph delphia and Chicago for its client, Uni Airlines.

WHEN FCC last week asked WLIB N York, headed by M. L. Novik, to explain "editorializing" in behalf of FEPC, it rece ready answer. Mr. Novik, one of leading ponents of editorializing before his acquisi of WLIB several months ago, said he lieved in "fairness" precept of FCC, but no one had asked for time in which to ans station. If they had asked they would h received it, he avers.

GENERAL MILLS 'GLOVES'

GENERAL MILLS, through Knox Re agency, will sponsor finals of Chicago Go Gloves amateur boxing on ABC-TV netw of 25 interconnected stations, March 29, p.m. to conclusion and on network of six connected stations April 1, 9:30 p.m. to co sion.

TV CODE DISCUSSION

MEETING of all sales managers of TV manufacturers called March 23 at Drake H Chicago, by W. L. Stickel, Allen B. Du Labs., chairman of Sales Managers Comm of Radio Mfrs. Assn. Proposed standard of advertising for TV sets to be conside Subject was discussed at RMA's recent cago meeting.

WDAF-TV JOINS ABC

WDAF-TV Kansas City, owned by *Kan City Star*, Friday joined ABC-TV netw Station also affiliated with CBS-TV NBC-TV.

O'BRIEN AWARDED DAMAGE

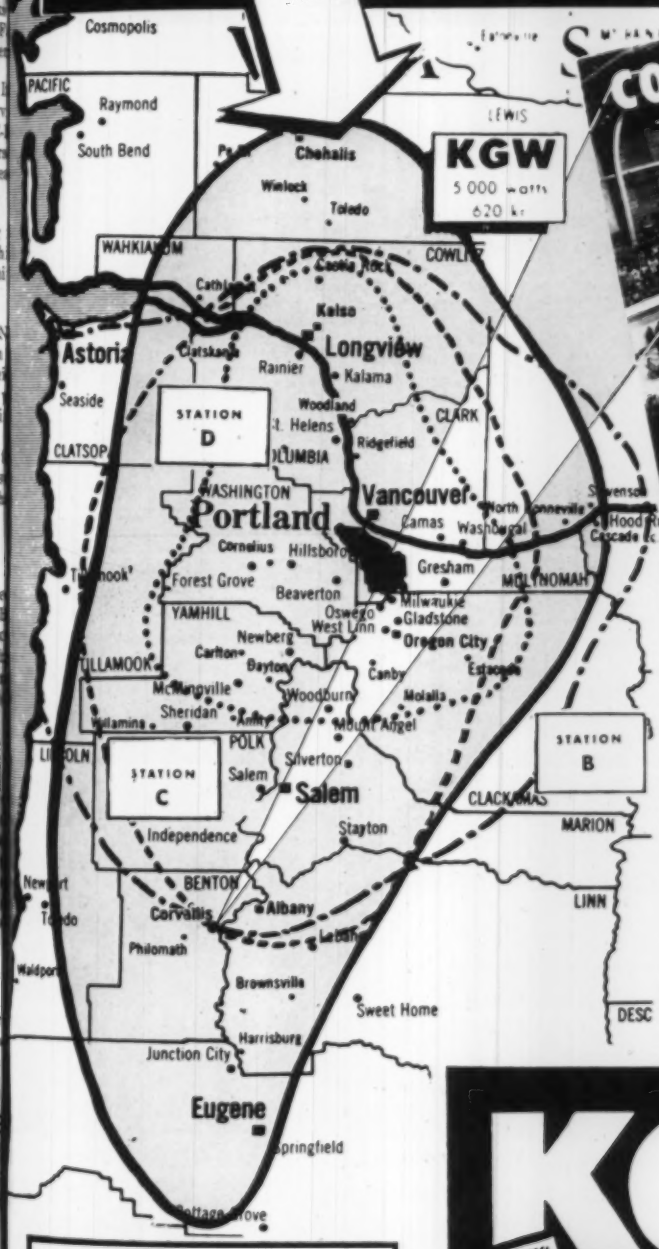
DAMAGES of $7,500 awarded to Lt. Frank O'Brien in libel suit against CBS Walter Thompson Co. and William Wrigley Co. (early story page 79).

LEWIS JOINS AGENCY

STEPHEN P. LEWIS, formerly with Deu & Shea, New York, has joined Moore & Ha also New York, as account executive.

KGW Delivers... COMPREHENSIVE COVERAGE of

. . . OSC's new basketball coliseum — typical Corvallis progress



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

No city can experience a fifty percent population increase in the short span of seven years without bursting at the seams with wants. Corvallis is such a city. What's more, it's still growing . . . and its wants provide a rich, expanding market for YOU to tap through KGW'S COMPREHENSIVE COVERAGE.

A farm center in the middle of the United States' most productive agricultural area, Corvallis is also a college town. Through research resulting in new techniques, Oregon State College gives incentive to new industry . . . provides new profits for agricultural, lumbering, and wood products operations already firmly established.

KGW DELIVERS CORVALLIS . . . as through COMPREHENSIVE COVERAGE it delivers the rest of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.